



FOR IMMEDIATE RELEASE

## **Migraine Canada Announces Fourth Annual Move for Migraine Event to Combat Migraine Stigma and Support Affected Canadians**

Migraine Canada™ is proud to announce the return of its fourth *Move for Migraine* event taking place from Sunday, June 1 to Sunday, June 8, 2025, during Migraine Awareness Month. This critical initiative seeks to elevate public understanding of migraine, dismantle stigma, and enhance the quality of life for the over 5 million Canadians affected by this severe neurological disorder.

Migraine doesn't discriminate; it affects people of all genders, ages, and income levels. Despite its widespread impact, it remains under-recognized and undertreated. This often results in significant social stigma, leaving approximately 25% of Canadian households affected by migraine to also contend with associated mental health challenges like anxiety and depression.

In response, *Move for Migraine* was created to change that. Now in its fourth year, the campaign combines awareness building with grassroots funding aimed at fostering unity and providing support nationwide. Over the past three years, the campaign has successfully raised much needed funds, enhancing migraine education, fueling critical research, and bolstering advocacy efforts across Canada.

"No one told me that living with migraine would feel so much like grief," says Emily Waldman, a young Canadian living with chronic migraine. "It took so much from me: my independence, my sense of self, my dreams. But having a space to share that experience means everything."

"The funds raised from last year have helped improve access to new migraine treatments and supported the launch of our national [Report Card](#)." Wendy Gerhart, *Executive Director of Migraine Canada*.

This year's event will be accessible in a hybrid format, offering both virtual participation and in-person meet-ups led by volunteers. Those interested in hosting a local event are encouraged to contact the Programs Coordinator at [kaley.hamilton@migrainecanada.org](mailto:kaley.hamilton@migrainecanada.org).

Participants can engage in activities like running, walking, cycling, swimming, meditating, or relaxing to show solidarity, raise awareness, and fundraise. Visit the [Move For Migraine page](#) on CanadaHelps to create personalized fundraising page and share migraine stories to inspire contributions.



New for 2025: Move for Migraine participants will collectively take on a Canada-wide challenge, tracking enough steps to symbolically walk across the country, from Victoria, BC, to St. John's, NL. The route spans approximately 7,013 km, or 10.26 million steps. Whether walking, dancing, or practicing yoga, every movement counts and can be converted into steps and logged into the [Move for Migraine step tracker](#).

We will be holding in-person meet-ups and walks across Canada that can be viewed on our [events page](#).

To raise awareness for migraine, landmarks such as Niagara Falls, The CN Tower, and BC Place will glow purple, symbolizing migraine awareness. Attendees and supporters are urged to capture these moments and share them on social media using the hashtags #Move4Migraine and #LightUpForMigraine.

“Move for Migraine was started because I saw a need for our voices to be heard, a need for education, and a need for community. Move for Migraine is more than just a fundraiser; it is going to have a lasting impact on our community for years to come.” *Christina Sall, Founder of Move for Migraine.*

**Join the movement, raise your voice, and help push for change.**

**Learn more and get involved:**

<https://migrainecanada.org/move-for-migraine/>

#### **About Migraine Canada™**

Migraine Canada™ is a registered charity supporting the fight against stigma for all Canadians living with migraine and related headache conditions.

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