

PRESS RELEASE

For immediate release

FIRSTNAME|LASTNAME,

HAS JOINED THE JOURNEY TO COMPLETE THE 2024 WORLDWIDE TREK IN
SUPPORT OF CYSTIC FIBROSIS CANADA

MONTH/DATE, 2024 – As a supporter of Cystic Fibrosis Canada, **FIRSTNAME|LASTNAME** has taken on the challenge of the Worldwide Trek 2024 taking place this upcoming November across Costa Rica. **FIRSTNAME** will take on an incredible trekking and rafting challenge around the country to contribute to improving the lives of every Canadian affected by cystic fibrosis.

"I decided to take this journey to #GoFurther for those affected by CF, which is still an incurable disease today. Many therapies like the drug Trikafta can help improve the health and wellbeing of those diagnosed with cystic fibrosis, but not all living with the disease can access or benefit from these treatments, there is still work to be done." shares **FIRSTNAME**.

Alternate/customizable: "I decided to take this journey to #GoFurther for those affected by CF, which is still an incurable disease today. I chose to join #WorldwideTrek for ..." shares **FIRSTNAME**.

Example: "I decided to take this journey to #GoFurther for those affected by CF, which is still an incurable disease today. I chose to join #WorldwideTrek for my **child/children/family** member **NAME** who was diagnosed at age **AGE** ..." shares **FIRSTNAME**.

From November 16 to 24, 2024, **FIRSTNAME** will be trekking past volcanoes, through coffee plantations, indigenous communities, and dense rainforests with a day of white-water rafting, taking on rapids up to grade IV. Travelling over seventy kilometres of Costa Rica and testing their self physically, **FIRSTNAME** is fundraising to contribute to the collective goal of \$190,000.

These funds can fund a research lab for two years to develop new therapies for those who can't benefit from existing treatments like Trikafta, such as those with rare mutations. "I know my contribution will have a long-term impact for those living with cystic fibrosis. Research is the driving force behind helping people with disease live longer and healthier lives." emphasizes **FIRSTNAME**.

How to support

FIRSTNAME|LASTNAME is calling on their community to support their journey by donating to the Worldwide Trek 2024 or by joining the journey themselves: [Worldwide Trek 2024](#).

How can you donate?

To donate, visit our Worldwide Trek donation page to make cystic fibrosis history:
[INSERT SUPPORTER PAGE LINK.](#)

For information or to request an interview:

[FIRSTNAME|LAST NAME](#), Trekker, Worldwide Trek 2024

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