

Heavy Dose of Radio is Planned to Increase Parkinson's Patients Quality of Life

Written by Australian Business

BOCA RATON, FL, September 27, 2013 **/24-7PressRelease/** -- A new weekly radio program, the "Parkinson Radio Hour" with hosts Jeff Dowd and Stu Perlin, will begin airing for a full hour on AM Talk-Radio 1230 WBZT on Saturday, October 5, from 8 a.m. to 9 a.m. It is intended to reach Parkinson's disease patients with information and support that can enhance the patient's experience for living with the disease.

According to the National Parkinson Foundation in Miami, more than 60,000 people in South Florida suffer with Parkinson's disease. When they are first diagnosed and told there is no cure, many of them succumb to a devastating downward spiral of depression and diminishing physical capabilities.

"It doesn't have to be that way," said Irving Layton, president of the program's sponsor, the South Palm Beach County Chapter of the National Parkinson Foundation. "Our chapter offers Parkinson's patients marvelous Surf & Turf exercise sessions, speech therapy to preserve voice quality, as well as tai chi and yoga to improve balance and posture." Chapter members and their care givers attend chapter meetings where they network and exchange information with other patients. They also receive news of the latest research and meet highly respected Parkinson's experts and MDs face-to-face.

For the Parkinson's patient, each chapter program is a feel-good opportunity. However, until now the chapter's biggest problem has been reaching the 60,000 patients and making them aware of the chapter's support and assistance. "The one-hour weekly 'Parkinson Radio Hour' is a break-through concept to attract the attention of patients, especially those who have been recently diagnosed with the disease," Layton added.

Stuart Perlin, executive director of the Parkinson's chapter, gives credit to WBZT executives for their support of a special radio "connection" for Parkinson's patients. Broadcast on powerful 1230 WBZT, a Clearchannel Media + Entertainment station, the "Parkinson Radio Hour" is expected to attract a listening audience of patients, as well seniors, from Fort Lauderdale to Vero Beach.

For information about the South Palm Beach County Chapter of The National Parkinson Foundation, visit the chapter website: <http://www.npfsouthpalmbeach.org>.