

KEY MESSAGES + IMPACT STATEMENTS

◎ ABOUT LAWN SUMMER NIGHTS

- Lawn Summer Nights (LSN) is a **national lawn bowling fundraiser** in support of support of people affected by cystic fibrosis.
- Since its launch in 2009, **Lawn Summer Nights has raised over \$5 million** through the participation of more than 6,000 Canadians across the country.
- Each Lawn Summer Nights event brings together **over one hundred people** who arrive in fun team uniforms to enjoy food and cocktails as they revive one of summertime's classic leisure sports and support an important cause.
- Donors and fundraisers, like you, have already helped to:
 - Fund Canadian **scientists who discovered the cystic fibrosis gene**.
 - **Extend the lifespan of children** diagnosed with cystic fibrosis.
 - Contribute to the **discovery of the newest life-changing medications**.
- We are far from done. Together with supporters like you, we'll push further in this work. Further until every **Canadian living with cystic fibrosis can experience everything life has to offer** – and enjoy everything life has to offer.
- The event was established as a tribute to Vancouver-based Eva Markvoort, who had cystic fibrosis and whose mission was finding a cure for this disease. **Cystic Fibrosis Canada is proud to honour Eva's memory** by hosting Lawn Summer Nights each year in support of every Canadian who is affected by cystic fibrosis and in pursuit of a cure.

◎ ABOUT CYSTIC FIBROSIS

- Cystic fibrosis (CF) is the **most common fatal genetic disease** affecting Canadian children and young adults. At present, there is no cure.
- CF causes **various effects on the body**, but mainly affects the digestive system and lungs. The degree of CF severity differs from person to person; however, the persistence of ongoing infection in the lungs causing destruction of lungs and loss of lung function will eventually lead to death in the majority of people with CF.
- Typical complications caused by cystic fibrosis are:
 - **Difficulty digesting** fats and proteins
 - **Malnutrition and vitamin deficiencies** because of inability to absorb nutrients
 - **Progressive lung damage** from chronic infections and aberrant inflammation
 - CF-related **diabetes**
 - **Sinus infections**
- There are currently more than **4,500 Canadian children, adolescents, and adults living with cystic fibrosis**. 34% are children and 66% are adults.
- Half of the Canadians born with CF today are expected to live beyond **62 years of age**.

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🎯 IMPACT STATEMENTS:



A donation of **\$25** will help support researchers who are developing **new ways to identify lung infections** so that treatments can begin sooner.



A donation of **\$50** will help fund one day of supplies that will support a research team investigating which **rare CF mutations** can benefit from Trikafta.



A donation of **\$150** will support a research coordinator at one of our **clinical trials sites** educate CF patients on new gene therapy trials.



A donation of **\$250** will help support the development of **mental health resources** for people with CF and caregivers.



A donation of **\$500** will help fund a graduate student for one week to **investigate new ways** to tackle antibiotic resistance in CF lung infections.

🎯 SOCIAL MEDIA POST TEMPLATE – REQUEST DONATION

I'm participating in Lawn Summer Nights, raising money to help make a difference in the lives of the thousands of Canadians living with cystic fibrosis (CF). With my fundraising efforts, **#CFCanada** will continue to go the extra mile to improve the quality of life of over 4,500 Canadian children, adolescents, and adults with CF. Can you support me today by making a donation on my fundraising page – link is in the bio! Thank you for helping us ending CF for all!