



FOR IMMEDIATE RELEASE

September is:

Sickle Cell Awareness Month!!!

Toronto, Ontario, August 12, 2019 - On Sunday, September 15, 2019, **Camp Jumoke, Sickle Cell Association of Ontario** and **TAIBU Community Health Centre** invite you to join us at our event hosted by, comedic entertainer [Jay Martin](#), at Nathan Phillips Square as we celebrate Sickle Cell Awareness Month and Camp Jumoke's milestone 25th Anniversary! In addition to celebrating this monumental achievement, we will hear moving personal testimonies about life with Sickle Cell Disease.

"This is an important time for members of the Sickle Cell Disease community. We are asking anyone who reads or hears this message to come out to the square to raise your awareness of Sickle Cell Disease and make sure that your voice is heard so that the Ontario Government understands the importance of SICKLE CELL AWARENESS MONTH and **the important work which needs to be done** to support the community", says Judy Grandison, Event Chair.

This Sickle Cell Awareness Event also promises fantastic live entertainment, unique vendors, community partners and a fun-filled children's village - so bring the kids out and enjoy the festivities for the entire family! There will be more entertainment and talent information to come.

Remember: SOCIAL ACTIVISM GETS RESULTS but nothing comes to those who sit and wait...

Event Details:

What: Sickle Cell Awareness Month and Camp Jumoke's 25th Anniversary
Date: Sunday, September 15, 2019
Time: 12:00 p.m. to 5:00 p.m.
Location: Nathan Phillips Square, Toronto, ON

About the Disease

Sickle Cell Disease (SCD) is an inherited blood disorder that causes the distortion, or “sickling,” of red blood cells; this sickling can result in painful episodes known as “crisis”. This sickling of the cells prevents the blood from moving oxygen through the body, resulting in strokes, organ failure and in extreme cases, death. SCD is an inherited disease that affects people of African, Latin American, South Asian and Mediterranean origins.

About Camp Jumoke

[Camp Jumoke](#) (pronounced *joo-MOH-keh*) is a non-profit, charitable organization established to enrich the lives of children living with sickle cell disease – primarily through the summer camp experience. To date, Camp Jumoke has underwritten the cost of sending over 700 children (ages 8-16), living with SCD to a two week, medically supervised summer camp.

About Sickle Cell Association of Ontario

[The Sickle Cell Association of Ontario](#) (SCAO), founded in 1981, is a volunteer, non-profit, community-based organization based in Toronto, Ontario, that provides support and resources for individuals, families and communities affected by Sickle Cell Disease (SCD) throughout the province.

About TAIBU Community Health Centre

[TAIBU Community Health Centre](#) (CHC) is a multidisciplinary, non-profit, community led organization established to serve the Black community across the Greater Toronto Area (GTA) as its priority population. TAIBU has established the first specialized, primary care services for adults with SCD in the GTA.

About Jay Martin

Stand-up Comedian, Entertainer, Public Figure and Renaissance Man – [Jay Martin](#) has dazzled sold out audiences with his top-notch comedic stylings across Canada, United States and the Caribbean. Martin has soared to the top of his game drawing from his own personal life experiences, as he takes his audiences on a comedic journey every time he hits the stage.

Note: we are still looking for vendors – anyone interested, please email us at: vp.program@sicklecellontario.ca. Thank you!

Social Media:

CAMP JUMOKE



**SICKLE CELL ASSOCIATION OF
ONTARIO**



**TAIBU COMMUNITY HEALTH
CENTRE**



For more information, images and to book availabilities, please contact Wendy Vincent at wendyannvincent@gmail.com, or 416.722.0608