

ELEVATOR PITCH - CHEAT SHEET



Professional audience (Clinicians, referres, partners)

PD Warrior is an evidence-based exercise and education program for people with Parkinson's. It's built around the principle of neuroplasticity - helping patients retrain their brains to move and function better. It complements traditional therapy and has been shown to slow functional decline while building confidence and independence.

Use when: speaking with neurologists, allied health teams, or potential referrers.



Public / Participant audience (patients, families, community groups)

PD Warrior helps people with Parkinson's stay active and independent for longer. It's not just exercise - it's a program that helps retrain the brain through movement, motivation and community. You'll build strength, confidence, and learn how to live brave.

Use when: speaking with potential participants, families, or community organisations.