

Help Show
Canada Cares

10 Million Strides
For 10 Million Dollars
To Fund Genetic Research



Gene Research

The gene involved in Duchenne Muscular Dystrophy was discovered more than a decade ago by Dr. Ron Worton of Toronto Hospital for Sick Children. It was the first gene related to human disease to be identified and is the largest unit of human genetic code yet classified.

It is widely believed that the key to successful treatment, and even a cure for muscular dystrophy and other gene-based neuromuscular diseases, will be found in gene therapy. This process involves importing corrective genetic information into defective muscle cells and then 'switching on' the new genetic material so that its purpose is correctly expressed. Although muscle cells are particularly challenging subjects for gene therapy, recent experimental successes have been reported in the treatment of conditions in body tissues which are more accessible than skeletal muscle.

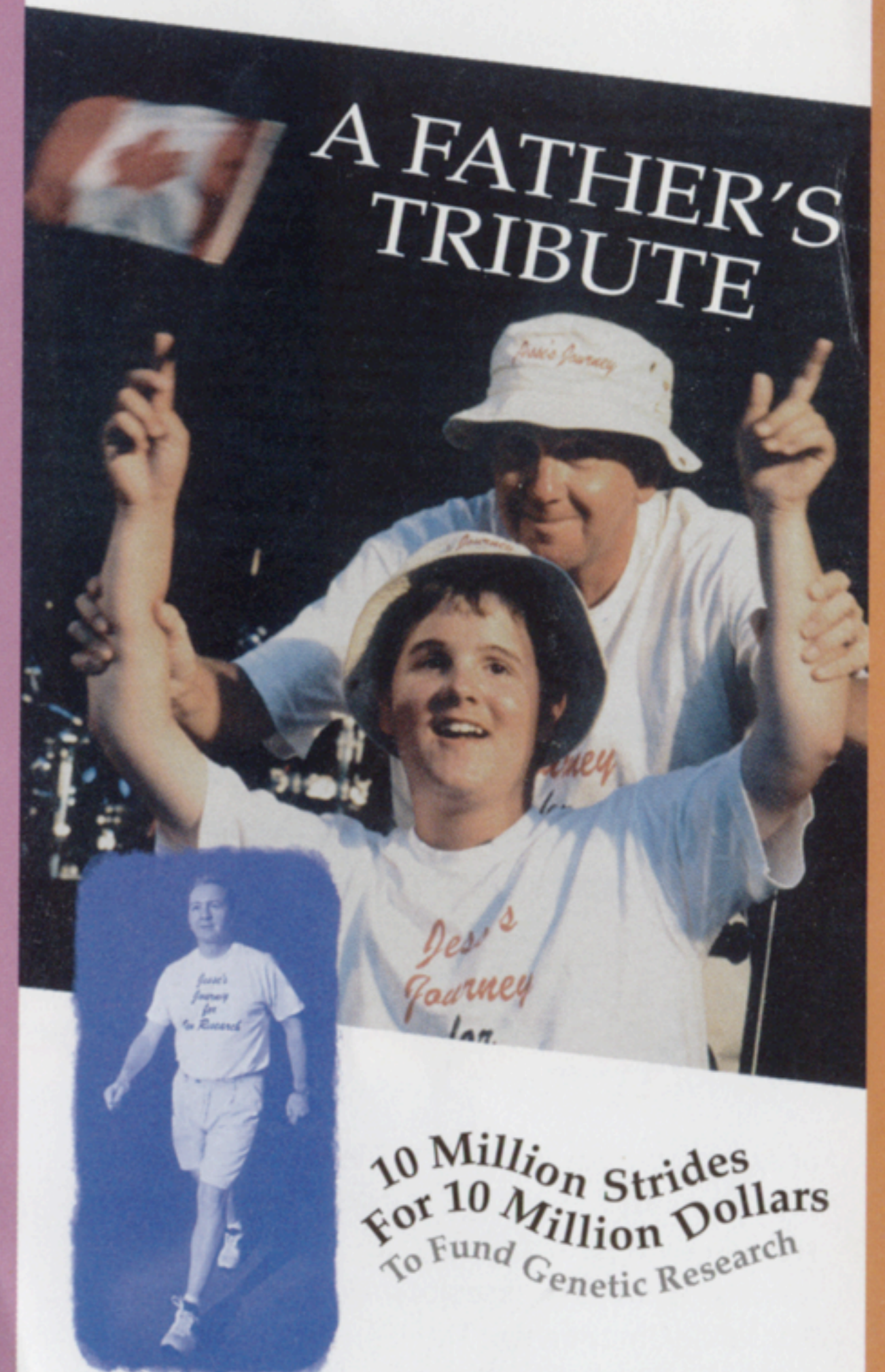
Today, Dr. Worton is Director of the Ottawa General Hospital Research Institute. His world-class research team continues the quest for effective treatment and ultimate cures for a host of genetic diseases, including Duchenne Muscular Dystrophy. *Proceeds from Jesse's Journey - A Father's Tribute will help to support this important research.*

Unless otherwise directed by the donor, gifts received by Jesse's Journey in respect of this campaign, or property substituted therefor, are to be held for a period of not less than ten years. Investment earnings of these accumulated funds will be applied to neuromuscular genetic research in perpetuity.

Jesse's Journey is a registered trademark of the Foundation for Gene and Cell Therapy.

Registered Charitable Organization 89509-7756-RR0001.

Jesse's Journey™



The Journey

This is John Davidson's 8300-kilometre journey by foot across Canada. Its objectives are to raise funds for genetic research, to pay tribute to Jesse Davidson for his heroic wheelchair tour of Ontario, and to salute the daily efforts of Canadian fathers. This national initiative follows the success of the 1995 provincial Jesse's Journey when John pushed his son Jesse more than 3300 kilometres across Ontario to raise public awareness and more than a million dollars for genetic research. Jesse suffers from Duchenne Muscular Dystrophy – a severe genetic disease.

Jesse's Journey - A Father's Tribute continues the work of the original Journey by creating an independent funding source for high quality medical research in Canada. The financial goal is to generate ten million dollars to establish an endowment fund which will continue to direct a million dollars a year toward research to defeat a host of genetic diseases, including Duchenne Muscular Dystrophy.

Jesse's Journey - A Father's Tribute
P.O. Box 5099, London, ON N6A 4M8
website www.jessesjourney.org
e-mail donations@jessesjourney.org
For further information: Tel: (519) 645-8855 Fax: (519) 645-2242

Donations Hotline: 1-888-433-9366

The Tribute

The Journey begins in St. John's, Newfoundland on April 10th (Jesse's 18th birthday) and culminates in Victoria, British Columbia some 265 days later. Unlike the original Journey, this time John is walking alone – Jesse is now unable to participate in such an arduous endeavour. Yet the entire 1998 event serves as John's personal tribute to Jesse for his tremendous achievement in 1995. In his words, "Jesse would make this Journey himself were he still able. This is my way of celebrating what he has accomplished in creating public awareness of genetic disease."

Jesse's Journey - A Father's Tribute also salutes the daily efforts of fathers across Canada who work hard to ensure the best possible opportunities for their children.

The Call for Help

Jesse's Journey - A Father's Tribute is one man's mission to make a difference. But he needs your help to reach his goal. John Davidson is an ordinary man doing extraordinary things to conquer genetic disease. Inspired by love for his son Jesse, John is committed to raising national awareness and establishing a ten million dollar endowment fund to help defeat a host of genetic diseases. Your contribution to this endowment fund will assist in generating a million dollars a year to buy hope, and eventually a future, for kids like Jesse. Please join the Journey Team – mail your cheque or call in your credit card contribution today.



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