FOR IMMEDIATE RELEASE

American Ninja Warrior Jimmy Choi Launches Singapore's First Immersive Parkinson's Experience

Lien Foundation's Parkinson advocacy campaign shines a spotlight on Parkinson's disease, corrals the local Parkinson community, and sparks conversations about reducing stigma and fostering empathy



From left: Jimmy and Cherryl Choi at the launch of Warrior 24/7, visitors at the interactive installation on the morning of 31 October 2026

SINGAPORE, 2 November 2026 — On the morning of 31 October 2026, local Parkinson Warriors, their caregivers, healthcare professionals, and fans of multi-time American Ninja Warrior competitor and Parkinson's disease (PD) advocate **Jimmy Choi** arrived in troves to participate in the launch of a two-week-long PD campaign.

Jimmy alongside his wife and care partner Cherryl Choi headlined a PD public symposium titled **"Beyond the Diagnosis"** where they addressed a packed auditorium of 350 attendees. The couple also inaugurated Singapore's first interactive installation dedicated to PD awareness, titled **"Warrior 24/7"**.

Warrior 24/7 exhibition taking place from 31 October - 15 November

Commissioned by Lien Foundation, conceived and designed by Kinetic Singapore, the installation comprises six stations that simulate PD symptoms such as rigidity, tremors, freezing of gait, micrographia and soft speech as well as a station where visitors can share words of encouragement and personal reflections. Co-shaped with inputs by clinicians, warriors and their caregivers, each station features real warrior and caregiver stories.

At the launch, caregivers **Cherryl Choi** and **Dawn Curreem** stepped into the shoes of the warriors they love and care for, attempting several of the stations. Jimmy narrated each challenge for onlookers, explained the simulated symptoms and cheered the pair on.

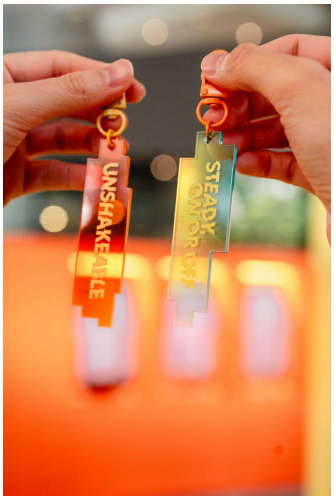
They struggled to fasten buttons with simulated rigidity; chased fruits across a bowl with tremor gloves at ‘breakfast’; and challenged their sense of balance with wheeled bowls sliding across a food tray at a simulated ‘hawker stall’.



From left: Jimmy cheering Cherryl and Dawn on as they struggle with buttoning a shirt while wearing rigidity-simulation gloves

Members of the public are invited to complete the Warrior 24/7 challenge at **SIT Punggol Campus** (W1 Forum), just a 5 mins walk from Punggol Coast MRT, from **31 October to 4 November**. The installation will move to City Square Mall **(CSM), Basement 1, Green Square, from 7 to 15 November 2026. Warrior 24/7 opens from 10am to 6pm daily** at both venues.





From left: Visitors of all ages took on the challenge, taking away a new perspective and a limited-run commemorative keycharm upon completing all stations.

Participants who complete all seven stations can receive a specially designed keycharm*, worn as a token of camaraderie and respect for the PD community. **While stocks last.*

In addition, participants who complete the challenge at CSM will receive vouchers for a bottle of Beutea 茶仙子 cold brew tea, redeemable only at Beutea located at #01-12 of CSM.

Visitors can share their experience by tagging **@lienfoundation** and **@parkinsonsocietysingapore** with **#Warrior247**.

Engaging the Parkinson Community: Beyond the Diagnosis

At the symposium titled "**Beyond the Diagnosis**" held the same morning, Jimmy, who was diagnosed with Young-Onset Parkinson at just 27, shared his journey as a Parkinson Warrior. Surrounded by Warriors, caregivers, neurology and rehabilitation professionals, Jimmy demonstrated the physical strength that earned him multiple appearances on American Ninja Warrior, illustrating firsthand how an active lifestyle helps overcome the condition's physical hurdles.

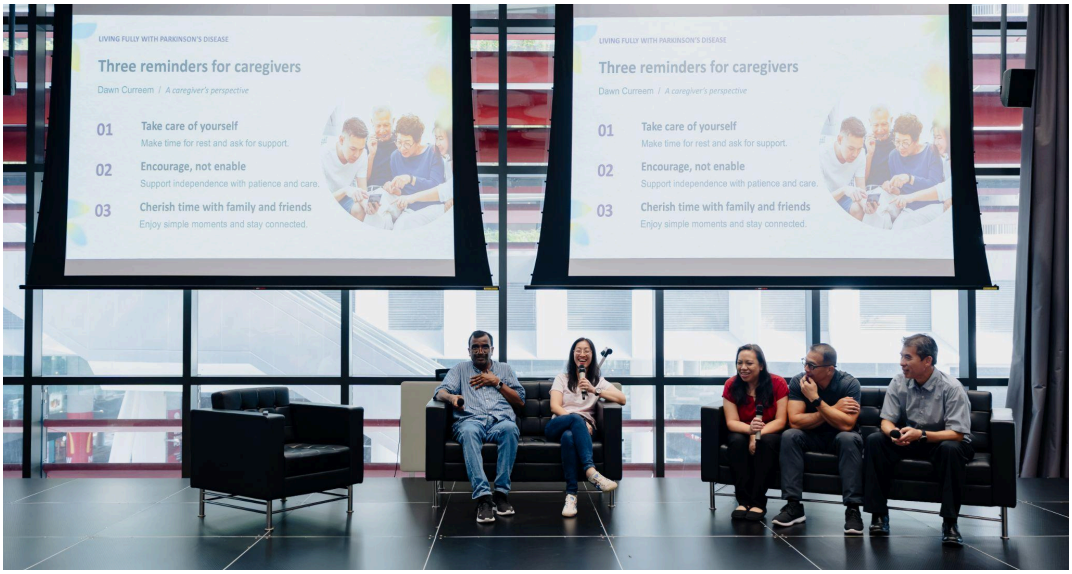
Sharing a moving moment of realisation after hitting rock bottom**, Jimmy said**, *"Parkinson's wasn't trying to kill me. Hopelessness was. I needed help."*

"I couldn't change the diagnosis, but I could change how I lived with it." Jimmy added, as he spoke about a fall down the stairs while carrying his 10-month-old son that became the pivotal moment that motivated him to change his approach to managing Parkinson.



Jimmy uses 50kg of weights to represent his Parkinson symptoms including Bradykinesia, rigidity, dystonia, and constipation among others

Three local voices then took turns to inspire audiences with their stories and also took questions from the floor: Parkinson Society Singapore board member and warrior **Edward Pang**, warrior **Philip Ommen**, and his wife and caregiver **Dawn Curreem**. They spoke candidly about their struggles, how they stay active despite the condition, and how they found strength in receiving and providing support.



From left: Philip Ommen, Dawn Curreem addressing the audience in a panel with Jimmy and Cherryl Choi, Edward Pang

Addressing the caregiver community, **Dawn shared,** *"It can seem tough or cruel as a caregiver and it's a natural inclination to lend help to our loved ones; however, we must allow Parkinson Warriors to do things themselves. Not only does this free you up as a caregiver, it gives the Warriors a sense of purpose and independence."*

Clinicians from NHG Health's Tan Tock Seng Hospital, SingHealth's National Neuroscience Institute, and Singapore Institute of Technology also fronted a professional panel at the symposium. Key topics of interest to the audience included practical strategies for symptom management, diet, and the role of exercise and rehabilitation in improving the quality of life for Parkinson Warriors.

Warriors and caregivers also found out more about Parkinson Society Singapore support and the nationwide KEEP (Kickstart Exercises and Empower Parkinson's) programme.

Mr Lee Poh Wah, CEO of the Lien Foundation, said, *"Most people know Parkinson's as a medical condition. Few understand what it feels like to live with it. Warrior 24/7 bridges that empathy gap by giving visitors firsthand experience of the frustrations, challenges and resilience that define daily life for many Parkinson Warriors. By making the invisible visible, we create understanding and appreciation that no brochure can achieve."*

Event & Exhibition Details

Phase	**Dates**	**Location / Venue**
Installation Launch	31 October – 4 November 2026 10am - 6pm daily	**SIT Punggol Campus** W1 Forum, Ground Level
Roving Installation	7 – 15 November 2026 10am - 6pm daily	**City Square Mall (CSM)** Basement 1, Green Square

Participants of all ages are welcome. Children and those with mobility needs should take part with appropriate supervision.

Event photos are available **[HERE]**.

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About Lien Foundation
The Lien Foundation is a Singapore philanthropic house noted for its model of radical philanthropy. It breaks new ground by investing in innovative models of care, convening strategic partnerships and catalysing action at the intersection of health and social care. The Foundation's focus areas include palliative care, rehabilitation, aged care, and child & maternal health. For more information, visit www.lienfoundation.org.

About Parkinson Society Singapore
Parkinson Society Singapore (PSS) was set up in 1996 by a group of doctors and caregivers. The society is an Institute of Public Character and a member of National Council of Social Service (NCSS). PSS established Singapore's first community-based Parkinson's Disease (PD) Centre at Bishan in 2013 to provide the PD community with much-needed care and support beyond that provided by hospitals. PSS provides therapeutic programmes and activities to enhance the wellbeing of persons with Parkinson (PwP), and a social network for PwP to support one another in the community. For more information, please visit www.parkinson.org.sg.

About Kinetic Singapore
Kinetic Singapore is an independent creative agency whose works span design and advertising, from branding to activation and experiential, from social media campaigns to web and app UX/UI design. Kinetic has put Singapore on the global design stage with over 500 awards. For more information, please visit www.kinetic.com.sg or @_kineticsg on Instagram.