PRESS ALERT
FOR IMMEDIATE RELEASE

American Ninja Warrior Jimmy Choi in Singapore to Launch "Warrior 24/7" Interactive Exhibition in Support of Parkinson's Disease Awareness

Lien Foundation's interactive exhibition invites the public to step into the shoes of persons with Parkinson's Disease and their caregivers



SINGAPORE, 19 October 2026 — **Lien Foundation** is spearheading a groundbreaking interactive exhibition, aptly named **"Warrior 24/7"**. It is designed to simulate the daily challenges faced by persons living with Parkinson's Disease (affectionately referred to as Parkinson Warriors). The two-week long campaign builds on the 30 years of invaluable work by Parkinson Society Singapore (PSS) for the Parkinson's Disease (PD) community.

With the support of key partners, **Singapore Institute of Technology (SIT)** and **City Square Mall (CSM),** the roving showcase will officially launch at **SIT W1 Forum (Ground Level) from 31 October to 4 November**, before moving to **CSM from 7 to 15 November**, open **10am - 6pm daily.**

The **official launch of the interactive exhibition at SIT will take place on 31 October, 11:30am,** officiated by **Jimmy Choi (@jcfoxninja),** world-renowned American PD advocate, athlete, TEDx speaker, and multi-time *American Ninja Warrior* competitor. Members of the public who wish to participate in the activation are encouraged to join from 2pm onwards.

Jimmy was diagnosed with Young-Onset Parkinson's Disease (YOPD) at age 27 in 2003 and now shares motivational content and management strategies through impressive physical fitness feats to over 400,000 followers on social media. Jimmy will be making an appearance with his wife, Cherryl Choi, at the launch of the exhibition. They will be sharing their personal

experiences and insights as a Parkinson Warrior and care partner.



Left: Jimmy Choi, Parkinson Disease Advocate, endurance athlete and multi-time American Ninja Warrior contestant
Right: Cherryl Choi, programme manager at nonprofit hospital and wife of Jimmy Choi

In addition to launching the exhibition, Jimmy and Cherryl's visit forms a broader PD awareness campaign that includes engagements with healthcare professionals, fitness trainers, and students. Additionally, the couple, alongside three local profiles, Warrior Philip Ommen and his wife and caregiver Dawn Curreem, as well as PSS board member and fellow Warrior, Edward Pang, will address an audience of Parkinson Warriors, caregivers, healthcare professionals, and the general public at a fully subscribed PD symposium.

Jimmy shared, *"My advocacy during my visit in Singapore is centred on three goals: encouraging action, improving understanding, and reducing stigma. For fellow warriors, I want to go beyond motivation and encourage persons living with Parkinson's to make meaningful, sustainable health and lifestyle changes that help them live their best lives.*

As a warrior, I want to share the patient perspective with trainers, physical therapists, occupational therapists, and healthcare providers. Finally, I hope to reach beyond the Parkinson's community to people whose lives haven't been personally touched by it. I believe reducing stigma starts with greater public knowledge and recognition."

Cherryl added a message to fellow caregivers, *"I thought I had to have all the answers and had to do caregiving alone. It turns out there's a whole community out there willing to help if you just ask. Lean into the help. It doesn't mean you're weak. Our circle of support is our biggest blessing and what helps us live well today in all of Parkinson's ups and downs."*

***Edward Pang, board member of Parkinson Society Singapore said**, "Jimmy Choi's resilience and openness in sharing his Parkinson's journey can inspire our Parkinson Warriors*

to take that first step towards staying active, staying connected and improving their quality of life.

At Parkinson Society Singapore, we believe that with the right support and opportunities, Parkinson Warriors can continue to lead active, meaningful and fulfilling lives. They can even make a difference to others with a similar medical condition."

The campaign aims to inspire Warriors and caregivers, highlight practical management strategies, introduce relevant participants to resources and support available at PSS, and drive sign-ups for a nationwide community support and rehabilitation programme for PD that was launched earlier this year — KEEP (Kickstart Exercises and Empower Parkinson's).

Warrior 24/7: A Day in the Life of a Parkinson Warrior

PD is the second most common neurodegenerative disease after dementia. It damages the dopamine-producing neurons in the brain, causing tremors, rigidity and slowness, as well as non-motor symptoms like fatigue, apathy and depression. In Singapore alone, it is estimated that 10,000 individuals currently live with the condition, with approximately 400 new cases diagnosed annually, yet awareness remains low.

To raise awareness, Warrior 24/7 is a first-of-its-kind roving interactive exhibition, conceived and designed by independent creative agency Kinetic Singapore, with collaborative input from Jimmy and Cherryl, PSS, clinicians from NHG Health's Tan Tock Seng Hospital, SingHealth's National Neuroscience Institute, and Singapore Institute of Technology.

The name, Warrior 24/7, pays homage to the courage and resilience of Parkinson Warriors as they overcome the daily physical and mental hurdles as well as unspoken stigma associated with the disease.

Campaign Objectives

The exhibition seeks to achieve three critical objectives for the community:

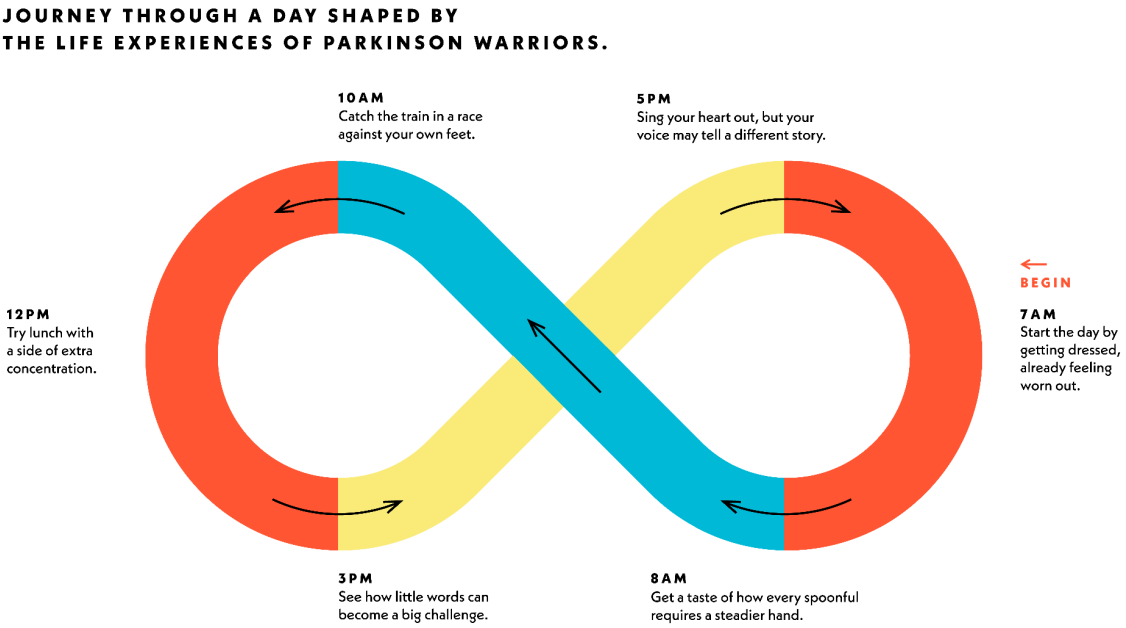
1. **Drive Early Detection:** By highlighting these specific symptoms, the exhibition encourages suspecting individuals to seek medical advice early.
2. **Encourage a Deeper Sense of Respect and Patience:** By pulling back the curtain on the challenges Parkinson Warriors experience daily, the foundation hopes to deepen understanding, encourage kindness, patience, and respect among the public for persons navigating both visible and invisible struggles.
3. **Encourage PD Warriors to join PSS:** It is helpful for Parkinson Warriors to be connected to community support offered by PSS, to receive the necessary rehabilitative, mental health and social support they need.

"Parkinson's is the world's fastest-growing neurodegenerative condition, yet it remains one of

the least understood. Many of its early symptoms are mistaken for simply growing older, so they go unrecognised, delaying diagnosis when early intervention matters most." says **Mr. Lee Poh Wah, CEO of the Lien Foundation**.

"Warrior 24/7 puts the public inside a string of ordinary tasks we never think twice about, each one made suddenly effortful and unpredictable. This small window into that reality is the closest most of us will ever come to understanding what Parkinson Warriors navigate every day." **he added.**

The "Warrior 24/7" Experience: Seven Interactive Stations



There is no better way to foster understanding and empathy except through personal experience. To this end, seven carefully curated stations offer first-hand experience of PD symptoms.

Real Parkinson Warrior and caregiver stories were incorporated in specially designed artefacts to showcase their resilience and how medication, rehabilitation, and community support can help.

- **Station 1: Stresses of Getting Dressed (Rigidity & Loss of Fine Motor Skills)** Attempt tasks that require fine motor skills with simulated muscle rigidity. This station highlights how everyday routines—like buttoning a shirt become incredibly difficult or nearly impossible.
- **Station 2: Every Spoonful Becomes a Handful (Tremors)** Handle utensils with uncontrollable hand tremors. This simulates the profound way tremors can affect a

Parkinson Warrior's ability to feed themselves independently.

- **Station 3: Stopped in Your Tracks (Bradykinesia, Freezing, Shuffling of Gait)** Board a simulated MRT platform while experiencing the "shuffling gait", “freezing of movements”, and restricted step length that make quick, timely movements a stressful challenge for Parkinson Warriors.
- **Station 4: A Lunchtime Juggle (Challenge with dual-tasking)** Navigate a mock food court while balancing a tray of food, to experience how mobility issues and anxiety magnify the challenge of dual-tasking.
- **Station 5: Writing Small is No Small Matter (Micrographia)** Write while using a restrictive apparatus. This illustrates micrographia, a symptom where a Parkinson Warrior's handwriting becomes progressively smaller, crowded, and illegible.
- **Station 6: Sing Out Loud Yet Go Unheard (Hypophonia)** Sing while being involuntarily muted, replicating hypophonia (abnormally soft speech). This reenacts how exhausting it is for warriors to constantly need to project their voice and communicate in everyday social and professional settings.
- **Station 7: Reflection and Redemption Station** Process the Warrior 24/7 experience, share reflections, and leave behind words of motivation and support for the Parkinson Warriors and caregivers.




Experience the challenges of fine motor movements when hit by rigidity in Station 1, and how tremors affect the ability to feed yourself in Station 2

Participants who complete all stations will receive a specially designed keycharm to be worn as a token of deeper understanding and respect for the PD community.

Event & Exhibition Details

Phase	Dates	Location / Venue
Exhibition Launch	31 October – 4 November 2026 10am - 6pm daily	**SIT Punggol Campus** W1 Forum, Ground Level

Phase	Dates	Location / Venue
Roving Exhibition	7 – 15 November 2026 10am - 6pm daily	**City Square Mall (CSM)** Basement 1, Green Square

Join the Movement

Members of the public are encouraged to visit the exhibition, learn about the symptoms of Parkinson's Disease, and share their experiences to help spread the word. Tag **@lienfoundation**, **@parkinsonsocietysingapore** and use the hashtag **#Warrior247** on social media to join the conversation and show support for the PD community.

Participants of all ages are welcome to join. Children and other participants with mobility needs should do so with appropriate supervision.

Images used in this press release can be found 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 objectives are to promote understanding and awareness of PD. PSS provides therapeutic programmes and activities to enhance the wellbeing of persons with Parkinson (PwP). PSS also provides a social network for PwP to support one another in the community so all can age-in-place with dignity and independence.

PD is a chronic progressive neurodegenerative condition that affects not only the mobility of the person but also the cognitive and psychosocial aspects. In Singapore, the incidence is three per 1,000 individuals aged 50 years and above, and this increases with age. PD impacts the patients, their families and the community. However, with good rehabilitative programmes and social support, many of our PwP can continue to enjoy quality life through social connections with supportive relationships so as to integrate with society.

For more information, please visit www.parkinson.org.sg.

About Kinetic Singapore
Kinetic Singapore is an independent creative agency. Refusing to be boxed in, their works span design and advertising, from branding to activation and experiential, from social media campaigns to web and app UX/UI design. A fierce champion of local, Kinetic has put our little red dot on the global design stage with over 500 awards and counting.

For more information, please visit www.kinetic.com.sg or @_kineticsg on Instagram.