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CONTACT:

Philip Giles, Associate Director of Communications

philip@pmdalliance.org | (206) 310-6766

PMD Alliance Rebuilds Website & Brand in Celebration of a Decade of Service

October 14, 2025 (Phoenix, AZ) – [Parkinson & Movement Disorder \(PMD\) Alliance](#), the national movement disorders nonprofit, relaunched their website today to commemorate their organization's 10th anniversary by better meeting the needs of their community with mobile-friendly, accessible tools. Over a decade ago, PMD Alliance was created out of a deep desire to help everyone impacted by a movement disorder diagnosis. Now, they provide free resources and education to people in 50 states and more than 40 countries. This rebrand creates a foundation for future growth - simplified and built to evolve with the needs of those they serve.

The new brand and website were developed almost entirely in-house by the PMD Alliance team, allowing them to focus more on collaborating with community leaders than with contractors. "Because we chose not to utilize an outside agency for the primary design, content, and functionality, we know each aspect has been carefully created by someone who knows and cares deeply for our community and their needs," said Regan Hinshaw, Associate Creative Director. One example of this in action is the new PMD Alliance store – a long wished item from the community that Hinshaw worked overtime to ensure was included in the new site's launch.

At the heart of this shift is PMD Alliance's reworked Movement Disorders Ecosystem, now with four networks: Personal, Community, Provider, and Access, represented by the four colors in their new logo. "In this model, people with a movement disorder are no longer passive bystanders the other networks orbit," said Andréa Merriam-Crespo, CEO. "The PMD Alliance team collected and synthesized community feedback, and we put forth a new paradigm that elevates lived experience. People with movement disorders join the Personal Network, highlighting their role as active participants and experts in their own experience."

About PMD Alliance

In the U.S., there are 6,000 people diagnosed for every one practicing Movement Disorder Specialist. This severely limits treatment access and creates a recipe for burnout for everyone involved, especially the loved ones of those diagnosed. PMD Alliance provides essential resources to those living with a movement disorder diagnosis and to all those supporting them. With on-demand education and local events, their programs meet people where they are with the promise: there's a place for you here.

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