

For immediate release
February 27, 2018

Vancouver business community joins *Breakfast to Remember* to support people living with dementia

VANCOUVER, B.C. – Business and community leaders will share their vision for a world without Alzheimer’s disease and other dementias over breakfast at the Alzheimer Society of B.C.’s *Breakfast to Remember*, a fundraiser to support people living with dementia. The seventh-annual breakfast event unites business and community leaders to help the Alzheimer Society of B.C. provide crucial support, education and information for British Columbians affected by dementia. Speakers Jason McLean, president and CEO of McLean Group and Board Chair of the Vancouver Foundation, and Dr. Robin Hsiung, a dementia researcher, will lend their voices to this year’s event. Dr. Hsiung will share his personal connection to the disease while McLean will share insights from the charitable sector.

“By sharing their stories, our speakers are helping fight stigma and raise funds to build a B.C. that is more caring and inclusive for people affected by dementia,” says Society Chief Executive Officer, Maria Howard. “Our speaker talks have been the highlight of past years’ events. We invite local business leaders and community members to join us in raising funds and raising awareness.”

Guests are invited to network while gaining insight into the disease with talks from Jason McLean, who is chair of Canada’s largest community foundation, along with Dr. Hsiung, staff neurologist at the UBC Hospital Clinic for Alzheimer Disease and Related Disorders at St. Paul’s hospital and the latest recipient of the Ralph Fisher and Alzheimer Society of B.C. Professorship in Alzheimer Disease Research. The event, emceed by Global National anchor Dawna Friesen, provides a unique opportunity to network and support people living with dementia – all before the workday begins.

-30-

Join us: 7:00 a.m. on Wednesday, March 7 at Fairmont Waterfront Hotel, 900 Canada Place Way, Vancouver

Find tickets: Tables of eight and individual tickets are [available online](#).

Share on Twitter: Join @AlzheimerBC at @FairmontEmpress for #breakfasttoremember March 7. Buy tickets to raise funds for #dementia.

Media Contact

Natalie North
Marketing & Communications Coordinator
Alzheimer Society of B.C.
Direct: 604-742-4913 nnorth@alzheimercbc.org



ABOUT BREAKFAST TO REMEMBER

Last year 263 people gathered at the Fairmont Waterfront Hotel to raise more than \$166,000 to further the Alzheimer Society of B.C.'s work. Combined with the Victoria event, *Breakfast to Remember* generated \$209,000 in 2017 for vital programs and services, advocacy and research to find a cure. To learn more about *Breakfast to Remember*, resources or other ways in which the Society is breaking down stigma, empowering people affected by dementia and reminding communities that dementia isn't someone else's problem, but everyone's concern, visit www.breakfasttoremember.ca.

ABOUT DEMENTIA

Dementia is a term that describes a general group of brain disorders. Symptoms include the loss of memory, impaired judgment, and changes in behaviour and personality. Dementia is progressive, degenerative and eventually terminal.

ABOUT THE ALZHEIMER SOCIETY OF B.C.

Families across British Columbia are affected by Alzheimer's disease or other dementias. The Alzheimer Society of B.C.'s ultimate vision is a world without dementia; that vision begins with a world where people living with the disease are welcomed, acknowledged and included. Working in communities throughout the province, the Society supports, educates and advocates for people affected by dementia, as well as enabling research into the disease. As part of a national federation, the Society is a leading authority on the disease in Canada.