

## PHOTO RELEASE

March 15, 2018

### Community leaders in Vancouver and Victoria joined *Breakfast to Remember* to fuel the movement towards a dementia-friendly B.C.

**VANCOUVER and VICTORIA, B.C.** – Business and community leaders united to break down the stigma associated with Alzheimer’s disease and other dementias and build a community of care for British Columbians affected by the disease at *Breakfast to Remember* in Victoria and Vancouver. The breakfast events, held February 22 in Victoria and March 7 in Vancouver, featured personal talks from leaders in business, journalism, sport and dementia research. The two events combined raised more than \$230,000, which will support the Alzheimer Society of B.C.’s programs, services and advocacy efforts and enable research into the causes and possible cure for Alzheimer’s disease and other dementias.



**Photo caption:** Community leaders came together to break down the stigma of dementia at *Breakfast to Remember* events in Vancouver and Victoria. Pictured at Fairmont Waterfront Hotel in Vancouver on March 7, 2018, are (L-R), keynote speaker Jason McLean, CEO of McLean Group, Alzheimer Society of B.C. CEO Maria Howard, event emcee Dawna Friesen, anchor of *Global National* and guest speaker Dr. Robin Hsiung, dementia researcher and latest recipient of the Ralph Fisher and Alzheimer Society of B.C. Professorship in Alzheimer Disease Research.

**On March 7 at Vancouver’s Fairmont Waterfront**, speakers Jason McLean, president and CEO of McLean Group and Board Chair of the Vancouver Foundation, and Dr. Robin Hsiung, a neurologist and dementia researcher, gave impassioned talks on their personal and professional connections to dementia. Emceed by *Global National’s* Dawna Friesen, the seventh-annual event welcomed such notable guests as Vancouver City Councillor Adriane Carr and soccer legend Bob Lenarduzzi, who also spoke at the event in Victoria. *Breakfast to Remember* in Vancouver raised more than \$190,000 to support British Columbians affected by dementia.

**On February 22 at Victoria’s Fairmont Empress**, Bob Lenarduzzi, president of Vancouver Whitecaps FC, opened up about his family’s experience caring for two people living with dementia, while Jack Knox,



columnist for Victoria's *Times Colonist*, shared his thoughts on aging and seeing someone he was close to hide a dementia diagnosis to avoid the stigma of the disease. The fifth-annual *Breakfast to Remember* in Victoria was hosted by CTV Vancouver Island's Joe Perkins and welcomed Health Minister Adrian Dix and Parliamentary Secretary for Seniors Anne Kang, both of whom spoke to the importance of the Alzheimer Society of B.C.'s work. *Breakfast to Remember* in Victoria raised more than \$40,000 to support British Columbians affected by dementia.

The Alzheimer Society of B.C. is grateful to the volunteers who organized and the more than 470 people who attended these two important events. The funds raised will help move us towards a world where people living with dementia are welcomed, acknowledged and included, where they can gain the knowledge and skills to live well without fear and stigma: a dementia-friendly B.C.

"This year *Breakfast to Remember*, and the personal stories our speakers told, engaged and inspired more guests than ever," said Alzheimer Society of B.C. CEO Maria Howard. "Community leaders left with a greater understanding of the movement needed to create a caring and inclusive world for people living with dementia and the knowledge that they're now a part of the movement. This year's events expanded our community of care and brought us one step closer to creating a truly dementia-friendly province."



**Photo caption:** Dawna Friesen, anchor of *Global National* shares her personal family experience with dementia as the emcee of *Breakfast to Remember*, a fundraising event held at the Fairmont Waterfront Hotel in Vancouver on March 7, 2018. The event aims to break down the stigma of dementia and help fund the Alzheimer Society of B.C.'s programs and services for people living with the disease, as well as enable research into the causes and possible cure for Alzheimer's disease and other dementias.

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High resolution photos available upon request.

**Share on Twitter:** @AlzheimerBC and #BreakfastToRemember for #dementia

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### **ABOUT BREAKFAST TO REMEMBER**

In 2017 *Breakfast to Remember* generated \$212,000 to further the Alzheimer Society of B.C.'s work. 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](http://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.