

**VIDEO RELEASE
FOR IMMEDIATE RELEASE
Feb. 19, 2013**

Jim's Push for a Plan Campaign Releases Videos for Supporters to Share Online

Vancouver, B.C. – Jim Mann, who was diagnosed with Alzheimer's disease in 2007, is currently touring the province to advocate for a comprehensive, funded dementia action plan through the *Jim's Push for a Plan* campaign. The campaign is releasing a series of advocacy videos today for supporters to promote awareness of the rising tide of dementia in B.C. through online sharing.

The associated costs of the rising tide of dementia - financial and social burdens - will reach a crisis point during the mandate of the next B.C. government. The videos below show what people living with Alzheimer's disease or other dementias and their caregivers are up against and what is needed to face the looming crisis.



Jim Mann Pushes for Comprehensive, Funded Dementia Action Plan

Jim Mann, who was diagnosed with Alzheimer's disease at age 58, is campaigning for a comprehensive, funded dementia action plan to address the rising tide of dementia in our province.



Minister of State for Seniors Ralph Sultan On Improved Support for Families Impacted by Dementia

On Nov. 22, Minister Sultan highlighted the importance of improved support for British Columbians living with dementia and their families and caregivers.



Dorothy Advocates for More Resources for People with a Form of Dementia

Community members with a dementia diagnosis echo *Jim's Push for a Plan*. Dorothy lives on her own and wants to see more resources for single people in the community.



B.C. Caregivers Advocate for People with a Form of Dementia

Community members with a connection to dementia also support *Jim's Push for a Plan*. This caregiver would like to see more continuity in the care received by people with Alzheimer's disease or another dementia.



Alzheimer Society of B.C. Board Chair Invites Support for Jim's Push for a Plan

Alzheimer Society of B.C. Board Chair Harry Diemer asks you to join us in voicing support for a comprehensive, funded dementia action plan.

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About Jim Mann

Jim Mann was diagnosed with dementia in 2007 at age 58. A former communications consultant, Jim has become an Alzheimer Advocate as a member of the Board of Directors for the Alzheimer Society of B.C. and the Alzheimer Society of Canada. Jim is pushing for a plan to improve the lives of over 70,000 British Columbians with Alzheimer's disease and other dementias, their families and caregivers. Learn more about Jim's Push for a Plan at www.alzheimerbc.org.

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. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. provides a province-wide network of support and education and information resources for families impacted by dementia. The Society is a non-profit organization that also advocates for better dementia health care and raises money to fund research. Learn more at www.alzheimerbc.org.

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