



FOR IMMEDIATE RELEASE

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Register for the *Investors Group Walk for Memories* to Support Dementia Research

Vancouver, B.C. — On Sunday, Jan. 26, British Columbians in 23 communities across the province will walk to raise funds for research and support for over 70,000 people who face dementia in B.C. The Alzheimer Society of B.C. invites all British Columbians to register today at www.walkformemories.com.

With 15,000 more people diagnosed with a form of dementia each year, the number of people living with the disease in B.C. is expected to double by 2038. “Events like the *Investors Group Walk for Memories* are so important because they help the Alzheimer Society of B.C. continue to raise funds for research, support, education and information for those who face Alzheimer’s disease and other dementias. The *Walk* is also a place to meet people who understand the dementia journey,” says Maria Howard, CEO, Alzheimer Society of B.C.

Among the honorees being celebrated by the 2014 *Investors Group Walk for Memories* are Doctors Lynn Beattie and Mirza Faisal Beg, both of whom are engaged in research that will improve the lives of British Columbians who face Alzheimer’s disease or another dementia.

Dr. Beattie, this year’s Vancouver *Walk* honoree, has been involved in several research initiatives, including clinical drug trials in Alzheimer’s disease. The drug trials have focused on the psychological resilience and well-being of spousal caregivers, the genetic epidemiological study of Alzheimer’s disease, brain power, resistance training and cognitive function in older women and much more.

“Fundraising events like the *Investors Group Walk for Memories* are key to improving the lives of those facing dementia. The ultimate goal of research is to find a cure and, in the meantime, to find paths to mitigate dilemmas for persons with dementia and their family members,” says Dr. Beattie.

Dr. Beg, this year’s Tri-Cities *Walk* honoree, is a biomedical engineer who has worked to integrate engineering with an understanding of brain structure to create more accurate computational tools for making better measurements within the brain,

research that contributes to improved early diagnosis. The reason accurate early diagnosis is so important is that it opens the door to care and treatment that helps people with dementia remain active and independent longer.

Register and take part in one of the 23 *Walks* taking place around British Columbia. For more information, visit www.walkformemories.com.

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Interviews

- Maria Howard, CEO, Alzheimer Society of B.C.
- Dr. Lynn Beattie, MD, FRCPC, Geriatrician, Professor Emeritus & Medical Director, UBCH-CARD

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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 provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the Society for support services, information and education programs, advocacy to improve dementia care in B.C., and to fund research to find the causes and cures. As part of a national federation, the Society is a leading authority on the disease in Canada.



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