



**Walk for Alzheimer's sweeping Canada: are you on board?
#WhyIWalk to participate and win a Still Alice prize pack**

Toronto, ON, May 19, 2015 – It's a win-win when you share **#WhyIWalk** this summer. Help raise awareness about Alzheimer's disease and receive one of 10 Still Alice prize packs, including a copy of the just-released DVD of the movie, book and bookmark. The giveaway is part of the Alzheimer Society's promotion for Walk for Alzheimer's.

Julianne Moore's powerful portrayal of fictional linguistics professor Alice Howland in Still Alice not only earned her an Oscar but sparked much-needed conversations about Alzheimer's.

As part of **#WhyIWalk**, the Alzheimer Society is also encouraging Canadians to register for a local Walk or donate online. Walk today for the Alice in your life.

Taking place in over 120 communities across the country throughout May, June and again in January, Walk for Alzheimer's is the largest grassroots movement that not only raises awareness and funds for vitally important local programs and services, but connects people with the disease with others in their communities. With care, support and understanding, people can and do live well with dementia.

To enter the contest, log on to Facebook, visit our contest post and share why you walk using the hashtag **#WhyIWalk**. Your name will automatically be entered into our promotion.

You can also tweet why and for whom you're walking with hashtag **#WhyIWalk** and mention [@AlzSociety](https://twitter.com/AlzSociety).

Contest closes June 30, 2015 and 10 names will be drawn on July 6. Still Alice prize packs are courtesy of Sony Pictures Home Entertainment. For full contest rules: <http://bit.ly/1GGovXQ>

To find a Walk for Alzheimer's near you, visit: www.walkforalzheimers.ca

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Media contact

Rosanne Meandro, Director, Media Relations

Direct: 416-847-8920

Mobile: 416-669-5715

rmeandro@alzheimer.ca

www.alzheimer.ca