

# *Société Alzheimer Society* CANADA

**Join the movement and make memories matter across Canada**

**Walk for Alzheimer's brings people and fundraising together in support of Alzheimer's disease**

**Toronto, ON, April 29, 2015** - Why walk? We all have a reason, whether it's a family member, friend or neighbour. Walk for Alzheimer's is a grassroots movement sweeping Canada. You can demonstrate your support for people touched by dementia and raise funds for your local Alzheimer Society towards essential programs and services.

Walks are already under way. If you live in **Clinton, Ontario**, you can get in on the movement by participating in the Alzheimer Society of Huron County's Walk for Alzheimer's on Saturday, May 2.

In Clinton, alone, 1200 residents are living with Alzheimer's disease or other dementia. Behind every individual, one or more family members, such as a spouse, daughter or son provides the majority of the care that eventually becomes a 24/7 job. Because there is still no known cause, effective treatments or cure for Alzheimer's, it's important we rally behind people with this disease to show we're with them every step of the way.

Alzheimer Society programs such as education seminars, day programs and other services make a huge difference for local residents like Anne Harrison and her husband Ray, a former production controller. "Ray was just 55 when he was diagnosed with Alzheimer's. It turned our world upside down. We're so grateful for our local Alzheimer Society and their guidance and support. It's why we walk and encourage everyone to do the same. More and more families are being touched by this disease every day," says Anne.

"We're thrilled to be part of the Walk and this exciting national movement of supportive and caring individuals who want to make a difference for their families, friends and neighbours affected by dementia. Every day I see firsthand the impact of the disease. It's a life-altering and often challenging experience. Walk for Alzheimer's gives them comfort knowing they are not alone in their journey," says Cathy Ritsema, Executive Director of the Alzheimer Society of Huron County.

The Alzheimer Society of Huron County expects 200 walkers and hopes to raise \$30,000. The Walk takes place at the Betty Cardno Memorial Centre on Saturday, May 2 at 10:00 am sharp with registration beginning at 9:30 am.

Throughout May and June and again in January, Walks for Alzheimer's will roll out in over 120 communities across Canada uniting people with one common mission: a world without Alzheimer's disease.

Alzheimer's disease and other forms of dementia present a massive challenge with 1.4 million Canadians projected to have the disease in less than 20 years. Age continues to be the biggest risk factor and dementia can lie dormant in the brain for up to 25 years before symptoms appear.

"Walk for Alzheimer's is about your community, your commitment and your part in the movement to change the course of this disease," says Mimi Lowi-Young, CEO of the Alzheimer Society of Canada. "We're proud to be the largest community-based fundraiser for Alzheimer's

disease in Canada. These events thrive off of the passion of individuals who give generously of their time and donations to ensure hope and help is available for those in need.”

Find a Walk for Alzheimer’s in your community and make a commitment today to make memories matter. Spread the word. Can’t make the walk? Make an online donation. For more information, visit: [www.walkforalzheimers.ca](http://www.walkforalzheimers.ca)

### **About the Alzheimer Society**

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society offers help for today through our programs and services, and hope for tomorrow by funding research into the cause, prevention and a cure.

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### **Media contact**

Rosanne Meandro

Director, Media Relations/Directrice des relations avec les médias Alzheimer Society of Canada

20 Eglinton Avenue West, Suite 1600

Toronto, ON M4R 1K8

Direct: 416-847-8920

Email: [rmeandro@alzheimer.ca](mailto:rmeandro@alzheimer.ca)

Website: [www.alzheimer.ca](http://www.alzheimer.ca)