

Société Alzheimer Society

CANADA

Alzheimer Awareness Month targets women with “The 72%” campaign Women doubly affected says Alzheimer Society

January 6, 2015 – Toronto, ONTARIO – Did you know that women represent 72 per cent of Canadians living with Alzheimer’s disease¹? They could be your mothers, wives, sisters, grandmothers or friends – even you.

The Alzheimer Society is kicking off Alzheimer Awareness Month with a nationwide campaign called *The 72%*. It aims to inform women in their 40’s and older about the warning signs of Alzheimer’s disease and how the Alzheimer Society can help.

Why women?

Women live longer than men and age is a significant risk factor. That’s why there are more women living with Alzheimer’s disease than men.

Yet the impact on women is twofold. They also account for 70 per cent of family caregivers², which takes a tremendous toll on these women who eventually provide round-the-clock care. The burden is especially high for women raising families and holding down jobs.

“With this campaign, we’re making Alzheimer’s disease a women’s issue,” says Mimi Lowi-Young, CEO, Alzheimer Society of Canada. “Women lead busy, hectic lives, often paying the price with their own health and well-being. We’re asking them to invest time in understanding the warning signs. Whether they’re concerned about getting Alzheimer’s, have just been diagnosed or are a caregiver, we want women to reach out to their local Alzheimer Society. We can support them throughout the disease.”

Take a moment to know the signs

Warning signs, often misunderstood or ignored, are critical. In absence of a cure, early diagnosis allows for treatment and support so people can live as well as possible and start planning for their future needs.

“Women traditionally monitor the health of their families so it’s even more important they understand this disease to be able to recognize changes in those they care for,” adds Lowi-Young.

¹ Figure derived from data in the *Rising Tide: The Impact of Dementia on Canadian Society*, 2010.

² Figure derived from the Canadian Study of Health and Aging Working Group: Patterns of caring for people with dementia in Canada. *Can J Aging* 1994; Vol. 13 no 4: 470-487

Starting January 6, the Alzheimer Society invites all Canadians, including women, to visit www.alzheimer.ca/the72percent to take a moment and learn the warning signs and share them with friends and families on Facebook and Twitter.

Visitors will also be able to download other helpful resources and find their local Alzheimer Society.

Alzheimer's disease facts

Alzheimer's disease is the leading form of dementia. It is progressive and eventually, fatal.

Today, 747,000 Canadians are living with some form of dementia. This number will nearly double to 1.4 million in less than 20 years. For every person diagnosed, there are many who are directly affected as caregivers.

The risk of dementia doubles every five years after age 65. Accumulating evidence shows the disease can lie dormant in the brain up to 25 years before symptoms appear.

Common warning signs of Alzheimer's disease include memory loss, impaired judgment, thinking or reasoning and changes in personality and behaviour that are out of character. In addition to age, other risks factors include cardiovascular disease, diabetes, high blood pressure and smoking.

To participate in the campaign, visit: www.alzheimer.ca/the72percent.

The 72% campaign is proudly supported by the KPMG Foundation.

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 right 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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Oscar win for Julianne Moore's portrayal of *Still Alice* keeps Alzheimer's top of mind says Alzheimer Society

February 23, 2015 – Toronto, ONTARIO – On behalf of the 747,000 Canadians living with Alzheimer's disease and dementia, and the friends and family members who care for them, the Alzheimer Society of Canada applauds Julianne Moore on winning an Academy Award for her stunning performance in *Still Alice*.

"Ms. Moore sensitively portrays the real-life experiences of so many Canadian women living with Alzheimer's disease. Winning this award will create more awareness and conversations. We encourage all Canadians to watch the film," says Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

Women are disproportionately affected by Alzheimer's disease. They represent 72 percent of Canadians living with Alzheimer's disease and 70 percent of caregivers providing personal care.

In January, during Alzheimer Awareness Month, the Alzheimer Society, launched a nationwide campaign called the **The 72%** to encourage women to pay more attention to Alzheimer's warning signs - not just for themselves but for the women they care about.

Still Alice was adapted from the best-selling novel of the same name by Lisa Genova. It tells the story of a brilliant linguistics professor who is diagnosed with Alzheimer's disease at 50.

"This disease can also affect people earlier in life which is another reason why the film is important," adds Lowi-Young. "But it's also told from the perspective of the person who has Alzheimer's. We must never lose sight of the person living with this disease."

To learn more about the Alzheimer Society and "The 72 percent" campaign, or find help and support through a local Alzheimer Society, please visit www.alzheimer.ca.

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For immediate release

**ALZHEIMER SOCIETY PART OF GLOBAL ACTION AGAINST DEMENTIA
COLLABORATION KEY TO BEATING THE DISEASE, STAMPING OUT STIGMA**

Toronto, ON, March 16, 2015 – The Alzheimer Society of Canada is taking part in the First WHO Ministerial Conference on Global Action against Dementia in Geneva, March 16 and 17.

Health ministers, researchers, policy makers and people living with dementia from around the world are meeting to find collective ways of moving towards better prevention, care and treatment and reducing its mounting economic and social toll, which today already impacts over 44 million lives worldwide.

“This is a great opportunity for our international community to work together to turn the tide on dementia and make good on our actions,” says Mimi Lowi-Young, CEO Alzheimer Society of Canada. “The only way to beat this disease is by collaborating and integrating our resources and brain power and investing more money in research. We must not only change the course of the disease but our social attitudes so people with it are able to voice their concerns without fear or stigma and live as full citizens with dignity and autonomy.”

Canada is deeply affected by dementia where its prevalence is tied to an aging demographic. An estimated 1.4 million Canadians will have the disease in less than 20 years, taking \$33 billion out of Canada’s economy each year in lost productivity and medical costs. Left unchecked, costs will skyrocket to \$293 billion by 2040. On top of that, dementia will place increasing pressure on family members who provide care, often to the detriment of their finances and health.

“We desperately need a comprehensive and integrated approach in this country,” says Lowi-Young. “We need to bring research in line with the economic impact of dementia to accelerate better treatments and a cure, while building on care models that are already working.”

The Alzheimer Society has asked the Federal Government for a Canadian Alzheimer’s Disease and Dementia Partnership, which would include people living with dementia and their caregivers. The partnership would identify areas of need and opportunities to bring a national dementia strategy to life, with clear measures and targets, including:

- Increasing research with better data sharing and collection
- Strengthening coordination and integration of care, from diagnosis through end of life
- Improving knowledge and skills of health-care providers
- Expanding supports for family caregivers
- Increasing awareness of dementia and brain health promotion

Recently, the Honourable Rona Ambrose, Federal Minister of Health, and her provincial and territorial counterparts agreed to develop a national dementia strategy.

“While the government’s commitment is commendable,” says Lowi-Young, “we need to turn political sentiment into government action.” “Dementia isn’t just about numbers. It’s about real people who demand to be heard in the kind of care and support they need to live full and active lives. We need to reassure them that we will deliver.”

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**Alzheimer Society acknowledges National Family Caregiver Day
Supporting caregivers yet another reason for a national dementia strategy**

April 7, 2015, Toronto, ON – On this National Family Caregiver Day, the Alzheimer Society of Canada joins the Canadian Caregiver Coalition to recognize the vital contributions of working caregivers, who represent 6.1 million Canadians juggling personal commitments, care duties and work responsibilities.

This juggling act is especially challenging for caregivers of family members with dementia and even more grueling for women who make up 70 percent of this group.

The progression of the disease, which lasts up to 20 years in some cases, eventually puts caregivers on 24/7 call, causing them to drain their personal savings, take unpaid leave, forego job opportunities or retire sooner than planned.

In 2011 alone, caregivers provided the economic value of \$11 billion or about 230,000 full-time jobs. They also experience high levels of depression and other stress-related illnesses, further adding costs to the Canadian economy and health-care system.

“Dementia, on its own, is a strong economic case for flexible and innovative workplace arrangements,” says Mimi Lowi-Young, CEO at the Alzheimer Society of Canada. “National Family Caregiver Day is important for raising awareness of the need to better accommodate working caregivers, while initiatives like the Canadian Employers for Caregivers Plan shows our government is taking steps towards solutions.”

When caregivers are supported at work, they’re able to keep family members at home longer, helping to delay costlier options like long-term care or avoid crisis situations like hospitalization.

The Alzheimer Society has long called for a national dementia strategy that would provide employment flexibility, income protection and more community and home supports for caregivers. A national strategy would also offer improved integration of health and social care, faster and more informed diagnosis, greater public education of dementia and risk reduction and greater focus on research investment and innovation.

Last October, Federal Health Minister Rona Ambrose and her provincial and territorial counterparts committed to develop a national dementia strategy.

The Alzheimer Society has recommended that the government create a Canadian Alzheimer’s Disease and Dementia Partnership to oversee the strategy by bringing together key stakeholders across the health, social, private, industry and research sectors, including Canadians with dementia, caregivers and provincial Alzheimer Societies.

“Maximizing our expertise and resources and identifying what’s working and where improvements are needed is the only way to guarantee the well-being of caregivers who need to work, and provide their family members the care and support they need to live as fully as possible,” says Lowi-Young.

A cure or effective prevention and treatments are yet to be found for Alzheimer's disease and other dementias, which will affect 1.4 million Canadians in less than 20 years, almost a doubling of today's numbers.

For more information about the Alzheimer Society, visit www.alzheimer.ca or follow us on Twitter at www.twitter.com/AlzSociety or Facebook at www.facebook.com/alzheimersociety.

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**Government of Canada reaffirms commitment to
develop a national dementia plan in Budget 2015**

Real work begins today says Alzheimer Society

Toronto, On – April 22, 2015 – In response to Federal Budget 2015, Mimi Lowi-Young, CEO of the Alzheimer Society of Canada, issued the following statement:

“The Alzheimer Society commends the Government for its continued recognition and commitment to develop a national dementia plan. A national dementia plan is the only solution to integrate care and services to improve the quality of life for Canadians living with this disease and their caregivers, and reduce soaring costs to our economy and health-care system. A national dementia plan is pivotal to increasing investments in research to find prevention, better treatments and a cure, faster. Raising awareness and eliminating stigma is also central to the plan. In the coming weeks and months, the Alzheimer Society will work with all levels of government to make the plan a reality. Seven-hundred and forty-seven thousand Canadians, their caregivers and families are counting on us.”

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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

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**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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News Release

For Immediate Release

Government of Canada and Alzheimer Society of Canada launch *Dementia Friends Canada*

Campaign will help Canadians who are living with dementia

June 5, 2015

Edmonton, AB

Public Health Agency of Canada

The Honourable Rona Ambrose, Minister of Health, along with Mimi Lowi-Young, CEO of the Alzheimer Society of Canada, officially launched *Dementia Friends Canada* to support the growing number of Canadians living with dementia.

Dementia Friends Canada will engage Canadians in understanding what it means to live with dementia and how better to support those affected within the community. It will improve awareness and understanding about dementia, which is essential in overcoming stereotypes and reducing the stigma attached to the disease.

By registering as a Dementia Friend, Canadians are demonstrating their commitment to helping others who are living with this disease.

Through a website, video and social media, this national public engagement initiative will promote understanding, respect and dignity for those living with dementia, while helping Canadians become more aware of the small things they can do to help in their community. Simple actions such as being patient, speaking slowly and calmly, and asking short, simple questions, can help someone living with this disease to feel connected and supported.

Over the next two years, *Dementia Friends Canada* will focus on two complementary streams - workplaces and individuals - with the goal of engaging one million Canadians in a dialogue that will shed light on this disease. As part of today's launch, the Canadian Bankers Association and Credit Union Central of Canada have shown their support for the initiative, and workplaces of all sizes across the country are encouraged to visit the website and contact the Alzheimer Society so that they too may become involved.

Quick Facts

- *Dementia Friends Canada* is modelled after Dementia Supporters in Japan and Dementia Friends in the United Kingdom.
- The initiative has been adapted to the Canadian context and will be run by the Alzheimer Society with funding from the Public Health Agency of Canada.
- Through this initiative, Canadians will be encouraged to view a short, informative video and register as a Dementia Friend, committing to an action as part of the process. Three out of four Canadians know someone who is affected by dementia.
- While most people with dementia are over the age of 65, people in their 40s and 50s can also develop dementia.
- Since 2006, the Government of Canada has invested over \$220 million for research into Alzheimer's disease and related dementias.



- In 2014, the Government of Canada released Canada's National Dementia Research and Prevention Plan.
- Economic Action Plan 2015 proposes to provide up to \$42 million over five years, starting in 2015–16, to help establish the Canadian Centre for Aging and Brain Health Innovation.
- The Government of Canada is working with provincial and territorial governments on a pan-Canadian Dementia Strategy.

Quotes

“Our Government understands the tremendous impacts dementia has on those diagnosed with it, their families and their communities. *Dementia Friends Canada* will change the way we think, act and talk about dementia in this country. I encourage all Canadians to become a dementia friend and help make life better for Canadians affected by it.”

Rona Ambrose
Minister of Health

“The Alzheimer Society is thrilled to be a part of *Dementia Friends Canada* which will help raise awareness and improve the quality of life for Canadians who have this disease. People with dementia are people first and with our understanding and support, can still live well and be active in their communities.”

Mimi Lowi-Young
CEO, Alzheimer Society of Canada

“Helping Canadians experiencing dementia to feel valued and a part of their community is important – as is supporting their families through difficult times. As a proud supporter of *Dementia Friends Canada*, we encourage all Canadians to visit the website to learn more about the initiative. Community support has always been integral to credit unions – and this is a great example of such an initiative.”

Martha Durdin
President and CEO, Credit Union Central of Canada

“Dementia is affecting a growing number of Canadians and their families. By helping people recognize the signs of dementia and understand how to help someone living with this disease, we can all make a difference in their lives. The Canadian Bankers Association is pleased to support *Dementia Friends Canada* and we applaud the work of the Alzheimer Society and the federal government on this important initiative.”

Terry Campbell
President, Canadian Bankers Association

Associated Links

[Dementia Friends Canada](#)



Public Health
Agency of Canada

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PGA TOUR Star David Hearn Officially Launches the David Hearn Foundation in Support of the Alzheimer Society

Hearn's Foundation will support the Alzheimer Society in improving the quality of life for Canadians affected by Alzheimer's disease and other dementias, with initiatives to build awareness and raise funds

Toronto, Ontario – July 22, 2015 – PGA TOUR star David Hearn, announced today the launch of **the David Hearn Foundation**, in support of the Alzheimer Society. The Foundation will kick off its partnership with the Society by fundraising for projects that will help build on and expand programs and service delivery across Canada, while also continuing to support the local Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton through the annual David Hearn Charity Golf Classic.

The David Hearn Foundation's central focus will be to support the Alzheimer Society's nationwide work in improving care for Canadians with Alzheimer's disease and other dementias and their families. Through its partnership, the Foundation will aim to increase awareness, enhance the quality of life for those affected by the disease, raise funds to research best practices and implement them in communities across the country, while also empowering Canadians to take action and create positive change.

"Alzheimer's is a disease that has impacted my family directly. Because of that, I feel a need to get involved and try to provide assistance to other individuals and their families that have been affected by the disease, and help them through what my family experienced firsthand," said Hearn. "I have been working with the local Alzheimer Society chapters over the past few years, and partnering with the organization on a national level as my Foundation's first initiative is a great way to take our relationship to the next step. I am excited to work with the Alzheimer Society on impactful initiatives and look forward to taking positive steps toward awareness of the disease, control and prevention."

"We're grateful for David's work in supporting dementia in the community and thrilled he has chosen the Alzheimer Society as his charity partner. The Foundation is an incredible opportunity to further enhance the lives and well-being of all Canadians affected by Alzheimer's disease and other dementias through research and bring more attention to the disease," said Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

This year marks the fourth edition of the annual David Hearn Charity Golf Classic, held in Hearn's native home base of Hamilton, Ontario at Beverly Golf and Country Club on Monday, July 27. In 2014, the event raised approximately \$100,000 in support of the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton and will once again raise valuable funds and awareness for the Society through the David Hearn Foundation.

"David Hearn's generous support over the past four years has helped our organization meet the needs of more than 4,000 families affected by dementia in the Brant, Hamilton and Halton communities through education

counselling and support programs. He's as fine a human being as he is a golfer and wish him great success with his Foundation," said Mary Burnett, CEO, Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton.

David and his Foundation will also support the Dementia Friends Canada initiative starting at the RBC Canadian Open to help Canadians gain a better understanding of what it means to live with dementia and how to support those affected within the community. The program focuses on individuals and workplaces, providing the opportunity for people from all walks of life to sign up as a Dementia Friend to show their commitment to helping fellow Canadians living with dementia.

About the David Hearn Foundation

Founded in 2015, the David Hearn Foundation's central focus will be to support the Alzheimer Society of Canada in reducing the personal and social impacts of the disease by raising funds to provide individuals and families with needed programs and services. Through its partnership, the Foundation will aim to increase awareness, improve care for those in need and enhance the quality of life for those affected by the disease, while also empowering Canadians to take action and create positive change. The Foundation is an extension of Hearn's existing charitable efforts with the Alzheimer Society through the annual David Hearn Charity Golf Classic, which has provided charitable contributions to the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton since 2012.

The Foundation's goal will be to look towards 2016 for funding opportunities through various initiatives, including the annual golf tournament, of which funds will continue to stay local, as well as other national programs and projects with the Alzheimer Society.

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For further information about the David Hearn Foundation or for interviews with David Hearn, please contact:

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For immediate release

**September is World Alzheimer's Month
Do something amazing for Alzheimer's research
Alzheimer Society aims to raise \$50,000**

Toronto, ON, September 10, 2015 - For the 747,000 Canadians living with Alzheimer's disease and other dementias, nothing is more important than finding more effective treatments and, ultimately, a cure.

Yet the spread of dementia, which will affect 1.4 million Canadians in the next 16 years with economic costs rising to \$293 billion by 2040, is outpacing research investment. That's why we're asking Canadians to support home-grown researchers, known globally for their incredible work, during our *Do something amazing for Alzheimer's campaign* for World Alzheimer's Month.

Here's how: visit our campaign <http://www.alzheimer.ca/en/ns/Home/Do-something-amazing> to learn more about the Alzheimer Society Research Program and meet some of the researchers we fund. Throughout September, you can also ask any question about what's happening in dementia research. We will select the most commonly asked questions and have them answered by a top researcher in the field. You can also participate in our campaign through Twitter and Facebook and challenge others to do the same.

This year, the Alzheimer Society Research Program awarded \$3.9 million in grants and awards to Canadian researchers devoted to improving the understanding, prevention, diagnosis and treatment of dementia, bringing the total investment to over \$47 million since the Program launched in 1989. The Program just announced its 2016 competition with more information available at: <http://www.alzheimer.ca/en/Research/How-to-apply>

Research is pivotal to stopping dementia and more investment will get us there faster and benefit those it affects. So, let's do something amazing for Alzheimer's.

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Alzheimer Society welcomes NDP support of a national dementia strategy

NDP pledges \$40 million over four years to establish the strategy

Toronto, ON, September 14, 2015 – The Alzheimer Society commends the NDP for their commitment to work with the provinces, territories and the Alzheimer Society to establish a national Alzheimer’s and dementia strategy.

“This is fantastic news for the 747,000 Canadians who are living with Alzheimer’s disease and other dementias, their caregivers and families. For them, nothing is more important than having better care and treatment and ultimately, finding a cure,” says Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

The Alzheimer Society has been asking for a national dementia strategy that would focus on research, prevention and living well with the disease. It has proposed the creation of a Canadian Alzheimer’s Disease and Dementia Partnership. The Partnership would unite researchers, clinicians, health providers, governments and industry to work alongside with Canadians impacted by dementia to develop and implement the strategy.

Dementia is the biggest threat to the Canadian economy, society and health-care system. It is currently an unstoppable disease that is not only driven by age but also affects Canadians under 65.

In just 16 short years, 1.4 million Canadians will have dementia with annual economic costs reaching \$293 billion by 2040.

“Dementia crosses all party lines and requires all of us to roll up our sleeves. We need to tackle the issues we’re facing right now and be prepared for the future,” says Mimi Lowi-Young.

To learn more about the Alzheimer Society or the Canadian Alzheimer’s Disease and Dementia Partnership, visit www.alzheimer.ca.

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**Alzheimer Society urges federal parties to act on dementia
Nanos survey says 83 percent of Canadians want a national dementia strategy**

Toronto, ON – September 16, 2015 - The Alzheimer Society announced today that a nationwide coordinated response is urgently needed to address the increasing spread of Alzheimer's disease and other dementias, and is urging party leaders in this election campaign to support the implementation of a national dementia strategy focused on research, prevention and living well with dementia.

With three out of every four Canadians knowing someone with dementia, the Alzheimer Society is asking Canadians personally affected by the disease to raise their voice for a national dementia strategy and make dementia an election priority.

Dementia has enormous costs to society and the Canadian economy. The debilitating disease, which causes problems with thinking and memory, still has no cure and eventually robs those it affects of their ability to do the most basic of tasks. An estimated 747,000 Canadians live with dementia. That number is expected to double to 1.4 million over the next 16 years with annual economic costs increasing tenfold, to \$293 billion by 2040.

Family caregivers are also greatly impacted by the disease which requires them to be on call 24/7 as it progresses. In 2011 alone, hours spent by caregivers was the equivalent of \$11 billion in lost income or 230,000 full-time jobs.

"We need to turn these troubling numbers into political action," says Mimi Lowi-Young, CEO, Alzheimer Society of Canada. "We've been asking Ottawa to work with the provinces to create a Canadian Alzheimer's Disease and Dementia Partnership to develop and implement a national dementia strategy."

Through the combined efforts of researchers, clinicians, health-care providers, governments and industry, the Partnership would work hand-in-hand with Canadians impacted by dementia to bring the strategy to life.

To raise your voice for a national dementia strategy, visit alzheimer.ca/election2015

For more information about the Nanos survey: http://www.alzheimer.ca/~media/Files/national/Media-releases/asc_factsheet_nanos_survey_questions.pdf

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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For immediate release

**Caroline Cameron, Sam Roberts, David Hearn among 10,000 Dementia Friends
Alzheimer Society encourages all Canadians to join the movement
on World Alzheimer's Day**

Toronto, September 21, 2015 – On World Alzheimer's Day, Caroline Cameron, Sam Roberts, and David Hearn are encouraging Canadians to join them in supporting Dementia Friends Canada, an initiative intended to increase understanding of dementia and use that knowledge to support the 747,000 Canadians who already have the disease.

Dementia is spreading faster than the search for a cure or prevention. That's why it is critical to ensure people with the disease are well supported in their communities so they can remain active and independent with quality of life for as long as possible.

"Dementia Friends is about small changes we can each make. A little bit of time, listening and understanding makes a difference in transforming the lives and experiences of people with this disease," says Mimi Lowi-Young, CEO at the Alzheimer Society of Canada.

Launched in June, Dementia Friends Canada is an initiative of the Government of Canada and the Alzheimer Society which has so far, attracted 10,000 friends from across Canada.

"I love this new campaign. I'm very close to my 89-year-old grandma who has dementia," says Caroline Cameron, co-host of Sportsnet's national morning show, Sportsnet Central AM. "Because we live at opposite ends of the country, I'm not able to visit her as much as I'd like, so I visit someone else's grandmother in seniors' homes in my community."

To become a Dementia Friend, visit www.dementiafriends.ca. Watch a short video on what it's like to have dementia, register and then, commit to an action and share your involvement through your social networks.

According to the Alzheimer Society, dementia, including Alzheimer's disease, is expected to affect 1.4 million Canadians over the next 16 years. Age is still the biggest risk factor but dementia can also strike people before age 65 and as young as in their 30s. Evidence also shows the disease can lie dormant in the brain for up to 25 years before symptoms appear. The majority of caregivers are family and friends and with the progression of the disease, will eventually be on call 24/7.

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