

Alzheimer Society

BRITISH COLUMBIA

Media Advisory
May 7, 2018

British Columbia, help us reach \$1 million dollars and make a real difference for people affected by dementia!

Vancouver, B.C. – This weekend thousands of British Columbians participated in the *Investors Group Walk for Alzheimer's* to honour the estimated 70,000 people in B.C. who are living with dementia and to remember those who have passed away. Participants raised awareness and critical funds to support British Columbians affected by dementia.

“Based on preliminary counts, we have raised well over \$850,000 at *Walk* events across the province. We thank all of our fundraisers, donors and sponsors for their incredible efforts. With the number of people affected by dementia increasing, the need for more programs and services is critical,” says Maria Howard, Chief Executive Officer at the Alzheimer Society of B.C. “We invite everyone in the province to help us reach our million-dollar fundraising goal by the end of the week. Together, we can make a real difference for people on the dementia journey.”

Funds raised will provide local education programs and support services, as well as enabling research into the causes and cure of the disease. You can show your support today by donating online at www.walkforalzheimers.ca. Together, we can make memories matter.

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High resolution photos available upon request.

MEDIA CONTACT

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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.



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ABOUT THE ALZHEIMER SOCIETY OF B.C.

Families across British Columbia are affected by Alzheimer's disease or other dementias. The Alzheimer Society of B.C.'s ultimate vision is a world without dementia; that vision begins with a world where people living with the disease are welcomed, acknowledged and included. Working in communities throughout the province, the Society supports, educates and advocates for people with dementia, as well as enabling research into the disease. As part of a national federation, the Society is a leading authority on the disease in Canada



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