

For immediate release  
February 6, 2018

## **Soccer legend opens up about impact of dementia at Breakfast to Remember**

**Victoria, B.C.** – A Canadian sports legend has become a champion of a different kind through his support of people affected by dementia. Bob Lenarduzzi, soccer star and president of Vancouver Whitecaps FC, is sharing his experience with the disease at *Breakfast to Remember*, presented by Trillium Boutique Senior Living, a fundraiser breakfast for the Alzheimer Society of B.C. On February 22, from 7-9 a.m. at the Fairmont Empress, Bob will open up about the experience of caring for two close relatives living with dementia, and why his family has made it their mission to support other families travelling the same road.

Bob's father-in-law Denny Veitch helmed the B.C. Lions in the late 1960s and Vancouver Whitecaps in the '70s before he was diagnosed with Alzheimer's disease later in life. Bob's mother Clelia Lenarduzzi lived with dementia around that same time. Since then, Bob and his family, including his wife Dianne Veitch and daughter Sunny Lenarduzzi, have continued to speak up about their experiences with dementia to break down stigma and support people living with the disease.

"Nobody likes to talk about dementia, but we have to," Bob says. "A lot of families are going through what we went through and while we can't change the diagnosis, we hope we can change how B.C. families experience the dementia journey."

*Breakfast to Remember*, presented by Trillium Boutique Senior Living, is an opportunity to network over breakfast. It will be hosted by CTV personality Joe Perkins and will feature talks from Bob and *Times Colonist* columnist Jack Knox, who will also speak to his personal connection to the disease.

"By sharing their stories, our speakers are helping fight stigma and raise funds to build a B.C. that is more caring and inclusive for people affected by dementia," says Society Chief Executive Officer, Maria Howard. "Our speaker talks have been the highlight of past years' events. We invite local business leaders and community members to join us in raising funds and raising awareness."

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**Join us:** 7:00 a.m. on Thursday, February 22, 2018 at the Fairmont Empress, 721 Government Street, Victoria

**Find tickets:** Tables of eight and individual tickets are [available online](http://www.breakfasttoremember.ca) at [www.breakfasttoremember.ca](http://www.breakfasttoremember.ca).



**Share on Twitter:** Join @AlzheimerBC at @FairmontEmpress for #breakfasttoremember February 22. Buy tickets to raise funds for #dementia.

**Media Contact**

Natalie North  
Marketing & Communications Coordinator  
Alzheimer Society of B.C.  
Direct: 604-742-4913  
[nnorth@alzheimerbc.org](mailto:nnorth@alzheimerbc.org)

**ABOUT BREAKFAST TO REMEMBER**

Last year 162 people gathered at the Fairmont Empress Hotel to raise more than \$43,600 to further the Alzheimer Society of B.C.'s work. Combined with the Vancouver event, *Breakfast to Remember* generated \$209,000 in 2017 towards programs and services, advocacy and research to find a cure. To learn more about *Breakfast to Remember*, presented by Trillium Boutique Senior Living, resources or other ways in which the Society is breaking down stigma, empowering people affected by dementia and reminding communities that dementia isn't someone else's problem, but everyone's concern, visit [www.breakfasttoremember.ca](http://www.breakfasttoremember.ca).

**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.

**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.