



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

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**On January 25, Get Walking to Support Those with Alzheimer's Disease  
in the Okanagan and Kootenays**

**Vancouver, B.C.** — On January 25, 2015, people in 24 communities across British Columbia will participate in the *Investors Group Walk for Memories*. They will be walking to raise funds for research and support for over 70,000 people who face dementia in B.C.

In the Okanagan and Kootenay region, one *Walk* will be at Kelowna Secondary School, at 1079 Raymer Avenue, from 11 a.m. – noon. Registration begins at 10 a.m.

“This fun-filled event is a great way to support families in your community who are impacted by Alzheimer’s disease and other dementias. Funds raised help ensure people with dementia and their caregivers have access to information, support services and education. They also bring us one step closer to finding a cure,” says Alzheimer Society of B.C. CEO Maria Howard.

Each community *Walk* is dedicated to an honoree, someone who has been affected by Alzheimer’s disease or another dementia. In Kelowna, this year’s honoree is Sandy Campbell.

Sandy Campbell was born in Ontario in 1950 and settled in Kelowna in 1972, where she raised two sons. In 1999, Sandy married her second husband Les, and they had many wonderful years until his symptoms of dementia became apparent.

Sandy’s mother also has dementia and while Sandy struggles with the fact that two people she loves are dealing with dementia, she credits attending a support group as helping her. “The things I have learned from others in our group have changed how I cared for my husband for the better. I know when I am in that group that others who are there not only relate, but they understand also.” She has since encouraged her siblings and father to better understand the dementia journey.

Sandy says she is honoured to be representing caregivers, “I believe that whatever I am going through has a greater purpose than my own personal journey. Any opportunity I have to share my experiences and to encourage others gives meaning and purpose to my struggles.”

For more information about the Kelowna *Walk*, phone 250-718-1958 or toll-free 1-800-667-3742.

Walks will also take place in Nelson, Penticton and Vernon. See [www.walkformemories.com](http://www.walkformemories.com) for more details.

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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. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

### **About the Alzheimer Society of B.C.**

The Alzheimer Society of B.C. provides a provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the Society for support services, information and education programs, advocacy to improve dementia care in B.C. and to fund research to find the causes and cures. As part of a national federation, the Society is a leading authority on the disease in Canada.



ALZHEIMER SOCIETY OF B.C.

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