



**MEDIA ADVISORY**  
**Jan. 3, 2013**

## **Rising Tide of Dementia Demands Funded Action Plan for B.C. Families**

**Vancouver, B.C.** – The Alzheimer Society of B.C. and British Columbia resident Jim Mann officially launch *Jim's Push for a Plan* at the Society's Vancouver Resource Centre on Jan. 8 to win a comprehensive, funded dementia action plan for the 70,000 British Columbians who live with dementia. With 15,000 new cases each year, the rising tide of dementia is set to become a crisis within the term of B.C.'s next Premier.

Jim will share his vision through a province-wide tour. Mann invites those who have declared their candidacy to meet their constituents and discuss a dementia health care solution. He will present his ideas at the Society's Vancouver Resource Centre. Families affected by Alzheimer's disease and dementia and concerned citizens are invited to join us and support Jim's push for province-wide momentum.

In the lead up to the B.C. election in May, Mann will visit several of the province's communities to share his story and urge the many B.C. families who are impacted by dementia to speak with their local MLAs.

**Date:** Tuesday, Jan. 8, 2013

**Time:** 10 a.m.

**Location:** Vancouver Resource Centre  
300-2425 Quebec Street  
Vancouver, B.C.

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### **About Jim Mann**

Jim Mann was diagnosed with dementia in 2007 at age 58. A former communications consultant, Jim has become an Alzheimer Advocate as a member of the Board of Directors for the Alzheimer Society of B.C. and the Alzheimer Society of Canada. Jim is

pushing for a plan to improve the lives of over 70,000 British Columbians with Alzheimer's disease and other dementias, their families and caregivers. Learn more about Jim's Push for a Plan at [www.alzheimerbc.org](http://www.alzheimerbc.org).

### **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 health authority on the disease in Canada.

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