

Alzheimer Society

BRITISH COLUMBIA

FOR IMMEDIATE RELEASE
Jan. 9, 2013

Photos: 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 launched *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 shared his vision with media, B.C. Health Minister Margaret MacDiarmid, B.C. NDP Candidate for Vancouver-Fairview George Heyman, City of Vancouver Councillor Tony Tang, family caregivers, health professionals and concerned citizens at a standing room only event that has helped spread the word of his campaign across B.C.

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



From left to right: Alzheimer Society of B.C. Board Member Jim Mann, Society CEO Jean Blake and B.C. Health Minister Margaret MacDiarmid at the official launch of *Jim's Push for a Plan* in Vancouver on Jan. 8. Mann was diagnosed with Alzheimer's disease in 2007 and is pushing for a comprehensive, funded dementia action plan. *High-resolution image available upon request.*



From left to right: B.C. NDP Candidate for Vancouver-Fairview George Heyman, Alzheimer Society of B.C. Board Member Jim Mann and Society Senior Manager of Public Policy and Advocacy Barbara Lindsay at *Jim's Push for a Plan* in Vancouver on Jan. 8. Mann was diagnosed with Alzheimer's disease in 2007 and is touring B.C. in the lead up to the provincial election in May 2013. *High-resolution image available upon request.*

-30-

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.

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.

Media contact:

Ruby Ng
Director, Marketing & Communications
Alzheimer Society of B.C.
Phone: 604-742-4919 | Cell: 604-828-9516
E-mail: rng@alzheimercbc.org
Web: www.alzheimercbc.org



ALZHEIMER SOCIETY OF B.C.
#300 – 828 West 8th Avenue, Vancouver, BC V5Z 1E2
PHONE: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742
WEBSITE: www.alzheimercbc.org E-MAIL: info@alzheimercbc.org
CHARITABLE REGISTRATION BN #11878 4891 RR0001