



FOR IMMEDIATE RELEASE
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**Global BC Personalities Take On *Investors Group Walk for Memories*
Team Challenge**

Vancouver, B.C. – *Global BC's* Mark Madryga and Dr. Art Hister took up the *Investors Group Walk for Memories* Team Challenge this year to gather friends, family and co-workers to celebrate the lives of people living with dementia in British Columbia. People in 23 communities across the province are registered to walk on Sunday, Jan. 27. Support Mark, Dr. Art or both at www.walkformemories.com to help those impacted by Alzheimer's disease and other dementias.

"The participation of Art and Mark, two well-loved personalities in B.C. not only helps the fundraising aspect of the event, but also raises awareness to a whole new level," says Alzheimer Society of B.C. CEO Jean Blake. "Fear of exclusion or being treated differently prevents people with dementia from seeking the help they need or disclosing their disease. Talking about dementia helps dispel inaccurate information, change attitudes and promote a better understanding of the disease. This is a major goal of the *Investors Group Walk for Memories*,"

Understanding the disease is essential, as today, more than 70,000 British Columbians are among the over 747,000 Canadians living with dementia, and these numbers are on the rise. Dementia can occur in people in their 40s and 50s and age remains the biggest risk factor. After 65, the risk doubles every five years.

Because B.C.'s population is aging, the number of people diagnosed with dementia will continue to rise. That's why the Alzheimer Society of B.C. continues to raise funds to provide support, education and information for those impacted by Alzheimer's disease or other dementias and help them build the skills and confidence to maintain quality of life as the disease progresses. Funds raised will also go toward research, bringing us closer to finding a cure. The 2012 fundraiser raised \$715,000 and the Society hopes to exceed that amount this year.

"We support the *Investors Group Walk for Memories* year after year because we see the difference this annual event makes in our communities," say Team Challenge

participants Mark Madryga and Dr. Art Hister. “Register now at www.walkformemories.com/TeamChallenge to walk with us on Jan. 27, 2013.”

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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 province-wide network of support and education and information resources for families impacted by dementia. The Society is a non-profit organization that also advocates for better dementia health care and raises money to fund research. Learn more at www.alzheimerbc.org.

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