



FOR IMMEDIATE RELEASE
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Octogenarians Hike Way to a World Record with *Ascent for Alzheimer's*

Vancouver, B.C. – Guinness World Records® has confirmed that octogenarians, Martin and Esther Kafer have indeed hiked their way to world records for Oldest Man and Oldest Woman to summit Mt. Kilimanjaro—the highest point on the African continent as members of the 2012 *Ascent for Alzheimer's* team. The couple proves you're never too old to achieve great heights, as they broke records while raising over \$20,000 to support the Alzheimer Society of B.C.

"It's exciting to have our Mt. Kilimanjaro records confirmed, and while we probably won't best ourselves in this lifetime, we do hope British Columbians are inspired to join this year's *Ascent for Alzheimer's* team. It truly is a once-in-a-lifetime opportunity to make a difference for those impacted by Alzheimer's disease," say the Kafers.

Ascent for Alzheimer's is a journey to the summit of Mt. Kilimanjaro, Tanzania, which stands at 19,340 feet above sea level. What is unique about *Ascent for Alzheimer's* is that participants raise a minimum of \$10,000 each and cover their own travel costs. Every dollar raised through the hike goes directly to the cause. Currently in its 16th year, there are more than 160 *Ascent* alumni who have collectively raised more than \$2 million. The dates for this year's *Ascent* are Sept. 27 to Oct. 3, 2013.

Recruitment for the 2013 *Ascent for Alzheimer's* team is open, with full details available at www.ascentbc.ca. Hikers train rigorously for the Sept. journey and the fundraising and time commitments are significant. But to be on the *Ascent for Alzheimer's* team is to be part of a dynamic, driven and dedicated group.

Seven times up Grouse Grind is equivalent to reaching the summit of Mt. Kilimanjaro in Tanzania. The local event, *Mt. Kilimanjaro Grouse Grind for Alzheimer's*, lets participants support the cause and the *Ascent for Alzheimer's* team, which will hike at the same time. Event information is available at www.hikemkkg.com. Some go on to join the *Ascent* team from there.

“We take pride in all that our *Ascent for Alzheimer’s* alumni have accomplished for the cause over the years and Esther and Martin Kafer’s world records are a great reminder of what will and determination can achieve,” says Jean Blake, CEO of the Alzheimer Society of B.C. “These are the qualities we need to bring about a world without Alzheimer’s disease or other dementias.”

-30-

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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