



FOR IMMEDIATE RELEASE

Feb. 20, 2013

2013 *Investors Group Walk for Memories* Makes Stride in Fight to End Alzheimer's Disease

Vancouver, B.C. – The Alzheimer Society of B.C. thanks the 23 communities across British Columbia who raised more than \$670,000 through the 2013 *Investors Group Walk for Memories*. Thousands of British Columbians joined the fight against Alzheimer's disease and other dementias.

"Thank you, B.C., for showing your support and giving so generously to this important cause," says Sharon Moskalyk, Vice President, Financial Services at Investors Group, the event's title sponsor. "Investors Group is proud to be a part of this important community event, which receives a groundswell of support each year."

Funds raised at the *Walk* benefit the Alzheimer Society of B.C., ensuring a province-wide network of programs and support for families faced with the Alzheimer's disease and other dementias.

"The support from Investors Group and our sponsors, donors and volunteers is essential to our mission of supporting the more than 70,000 families in B.C. who face dementia," says Jean Blake, CEO at the Alzheimer Society of B.C. "We cannot do it alone, and we greatly appreciate the dedication and generosity of Investors Group and the many, many others who give."

Even though this year's *Walk* is now a memory, there are still ways to help. To support the Society's vision of a world without Alzheimer's disease and other dementias, donate online at www.walkformemories.com, or join or start a *Walk* in your community for 2014. The next *Walk for Memories* is slated for Jan. 26, 2014. Registration will be open soon.

-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.

Media contact:

Ruby Ng, Director of Marketing & Communications
Alzheimer Society of B.C.
Phone: 604-742-4919 | Cell: 604-828-9516
E-mail: rng@alzheimerbc.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.alzheimerbc.org E-MAIL: info@alzheimerbc.org
CHARITABLE REGISTRATION BN #11878 4891 RR0001