



FOR IMMEDIATE RELEASE

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**Business and Community Leaders Face Rising Tide of Dementia at
*A Breakfast to Remember***

Vancouver, B.C. – An aging population and projected prevalence of dementia in B.C. is expected to impact health care and the economy. David Podmore, Chairman and CEO of Concert Properties Ltd., believes real estate will be impacted and is to share professional and personal insights at *A Breakfast to Remember*. Vancouver's business and community leaders will gather on Mar. 7 at Fairmont Vancouver Hotel.

Podmore, whose mother was diagnosed with dementia in her late seventies, says, "She wasn't only having some real challenges with her memory and recall, frankly her safety was our most urgent concern because she would leave the stove on or burn herself while cooking."

Guest speaker, Debra Hewson, President and CEO of Odlum Brown Limited will also share her insights. The near sold out event, presented by Deloitte, will be emceed by Dr. Art Hister of CKNW Newstalk Radio and Global BC.

"That *A Breakfast to Remember* has received such strong support from Vancouver's business community speaks to how determined our province's leaders are to see a world without dementia. We applaud their support of community members who are impacted by Alzheimer's disease or other dementias and research for a cure," says Alzheimer Society of B.C. CEO Jean Blake.

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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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