



**FOR IMMEDIATE RELEASE**

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## **New study reinforces need to maintain brain health**

**Province-wide, B.C.** – A new study indicates yet another benefit of living in health-conscious lotus land. The recent findings from the Ontario Brain Institute supporting the belief that physical activity can reduce the risk of Alzheimer’s disease or manage the progression of the most common form of dementia is a welcomed news. It is also a reminder for British Columbians that there is help to proactively maintain brain health through the Alzheimer Society of B.C.

“Age being the greatest known risk factor, the findings support the Alzheimer Society of B.C.’s position that actively keeping your brain in good shape can help you stay mentally sharp as you age,” says Jean Blake, CEO at the Society. “There are many healthy activities that can be easily incorporated into a person’s daily routines and we encourage everyone to get started as soon as possible.”

The Alzheimer Society of B.C.’s Healthy Brain program can help British Columbians to do that. Available online at the Society’s website, the program guides an individual with ways to prioritize health goals that incorporate activities for mind, body and spirit.

In addition, the Society reminds British Columbians of two upcoming events that can help the individual achieve fitness goals and support the cause at the same time. They are:

***Ascent for Alzheimer’s*** – hike up Mt. Kilimanjaro in Tanzania, Africa as part of a team experience from pre-hike training to the one-week trek on the mountain.

***Mt. Kilimanjaro Grouse Grind for Alzheimer’s*** – seven times up the Grouse Grind is equivalent to one ascent of Mt. Kilimanjaro (19,340 ft). Do it once on a team of seven or more or join a team as an individual to show support for the *Ascent* team hiking up Mt. Kilimanjaro at the same time.

For more information about the Healthy Brain program or the upcoming fundraising events, go to [www.alzheimerbc.org](http://www.alzheimerbc.org).

## 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 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. Learn more at [www.alzheimerbc.org](http://www.alzheimerbc.org).

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