



FOR IMMEDIATE RELEASE

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Barbara Lindsay, Director, Advocacy and Public Policy

Vancouver, B.C. – Barbara Lindsay of the Alzheimer Society of B.C., has been promoted to Director, Advocacy and Public Policy. A lawyer by training, Lindsay is passionate about supporting community members. Over the years, Lindsay has had increasing responsibility for leading the strategic development and delivery of an effective portfolio to foster cooperation with all levels of government to improve dementia care in the province.

Recently, her efforts have helped to secure funding for the expansion of the First Link[®] program, an early intervention service designed to connect individuals and families affected by Alzheimer's disease or another dementia with services and support as soon as possible after diagnosis.

The Alzheimer Society of B.C. provides a province-wide network of support, 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 about the disease and the Society at www.alzheimerbc.org.

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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.

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