



**For Immediate Release
Nov. 14, 2013**

Gordie Howe and Jim Mann Launch Scotiabank Hockey for Alzheimer's Tournament, Nov. 15-17

Vancouver, B.C. — Gordie Howe launches the 2013 *Scotiabank Hockey for Alzheimer's* tournament alongside Alzheimer's Advocate Jim Mann at the *Gordie Howe & Friends Luncheon* tomorrow. CTV sportscaster Jason Pires will emcee the Vancouver Convention Centre event and guests will also hear from Team1040's Dave Tomlinson, who will host a Hot Stove with Marty McSorley, Mark Napier and Garth Butcher.

"The *Scotiabank Hockey for Alzheimer's* tournament helps the Alzheimer Society of B.C. continue to fund research and to be a recognized resource for families impacted by dementia," says Larry Okotinsky, Alzheimer Society of B.C. Interim CEO. "We are very grateful to Scotiabank and our other sponsors for helping us ensure that no one has to face the dementia journey alone."

Scotiabank Hockey for Alzheimer's is an opportunity for hockey enthusiasts to team up with and against NHL Alumni to help support those impacted by dementia. The teams begin the weekend at the River Rock Casino Resort for *Draft Night* where the top fundraising team gets the first draft pick of NHL Alumni.

Teams raised \$25,000 or more to support 70,000 British Columbians impacted by dementia. When the puck drops, locals play with and against hockey greats Fleury, Courtnall, Adams and others to help put Alzheimer's on ice.

Many players have personal connections to Alzheimer's disease and other dementias. Alzheimer's Advocate Jim Mann acknowledges that dementia is a crisis and has worked tirelessly to push for a long-term dementia strategy in B.C. since his own Alzheimer's disease diagnosis in 2007.

According to Mann, support for family caregivers, programs that encourage early diagnosis, better training for health-care providers and open access for all British



Columbians to First Link[®], a service that connects people to support and services as soon as possible after diagnosis are needed in a long-term dementia strategy.

“We are happy to be a part of such an inspiring event that gives hockey fans an unforgettable chance to play the game with some of hockey’s greats while raising money for an important cause,” said Rob Wilkins, Scotiabank Vice-President, Downtown Vancouver & Northern BC. “I would especially like to thank everyone who has dedicated their time and their talents to bring this tournament to Vancouver.”

Funds raised go toward providing education programs and support services for families impacted by dementia across the province, to fund research for a cure and to advocate for improved dementia health care. Learn about how you can support a *Scotiabank Hockey for Alzheimer’s* team at www.hockeyforalzheimers.ca.

-30-

Note: Jim Mann is available for **interviews**. Please contact Christine Leclerc to discuss interview and **photo opportunities**.

About Scotiabank Hockey for Alzheimer’s

The *Scotiabank Hockey for Alzheimer’s* tournament is an opportunity for local hockey enthusiasts to spend time on and off the ice with NHL Alumni while supporting an important cause. The tournament takes place Nov. 15 – 17, 2013 at Canlan Ice Sports North Shore and begins with the *Gordie Howe & Friends Luncheon* and the *Draft Night* on the Friday before the tournament. Draft positions are determined by the total dollars raised by each team. Each team must raise a minimum of \$25,000 to play in the tournament. The more a team raises, the higher they rank on *Draft Night*. Registered teams practice together, fundraise together and live the ultimate hockey experience, playing with and against NHL Alumni!

About Scotiabank

Scotiabank is the Official Bank of the NHL[®], NHL Alumni[™], CWHL, Vancouver Canucks[®], Winnipeg Jets[™], Toronto Maple Leafs[®], Ottawa Senators and the Calgary Flames[®] whose home arena is the Scotiabank Saddledome. The Bank also has a



partnership with the Montreal Canadiens®. Scotiabank has a long tradition of supporting hockey in Canada from local teams and minor hockey associations to professional players and leagues. Across Canadian communities from coast to coast, Scotiabank's Community Hockey Sponsorship Program reaches out to more than 4,500 minor hockey teams and leagues. To find out more about Scotiabank's hockey programs, please visit www.facebook.com/scotiahockeyclub.

Scotiabank is committed to supporting the communities in which we live and work, both in Canada and abroad, through our global philanthropic program, Scotiabank Bright Future. Recognized as a leader internationally and among Canadian corporations for our charitable donations and philanthropic activities, Scotiabank has provided on average approximately \$47 million annually to community causes around the world over each of the last five years. Visit us at www.scotiabank.com.

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 authority on the disease in Canada.

Media Contact

Christine Leclerc
Manager, Marketing & Communications
Alzheimer Society of B.C.
Phone: 604-742-4906 | Cell: 778-987-3957
E-mail: cleclerc@alzheimerbc.org
Website: www.alzheimerbc.org
Twitter: www.twitter.com/AlzheimerBCnews