



NEWS RELEASE

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Alzheimer Society of B.C. Welcomes CEO Maria Howard on Eve of Alzheimer Awareness Month

Vancouver, B.C. – The Alzheimer Society of B.C. welcomes their new CEO, Maria Howard as it prepares to launch its 2014 January Alzheimer Awareness Month campaign. Howard will be based out of the Society's Provincial Office in Vancouver.

"I look forward to applying my decades of leadership experience in the health sector to my new role as CEO of the Alzheimer Society of B.C. Working to accomplish the Society's mission to alleviate the personal and social consequences of Alzheimer's disease and other dementias, promote public awareness and research for the causes and the cures is a welcome challenge," says Howard.

It is encouraging to see Howard step into the CEO role at a time when municipal, provincial, national and global leaders recognize, and are taking steps to address, the dementia crisis. While this fatal disease has no cure, the Society is proud to have Maria on board to help B.C. families live well with the disease and move toward a funded, comprehensive dementia strategy for B.C.

"The Board and I have complete confidence that Maria Howard will excel in leading operations at the Alzheimer Society of B.C. as she has in her previous leadership roles," says Alzheimer Society of B.C. Volunteer Board Chair Harry Diemer.

Dementia is not a normal part of aging and because the number of people diagnosed with Alzheimer's disease or another dementia will continue to grow as our population ages, there has never been a better time to get involved. Visit www.alzheimerbc.org to join the Society as an Alzheimer's Advocate, volunteer or fundraiser today!

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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 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.

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