

# Alzheimer Society BRITISH COLUMBIA

## PHOTO RELEASE

Feb. 28, 2013

### Jim Mann's Push for a Dementia Strategy in B.C. Capital

**Victoria, B.C.** – Jim Mann, a British Columbian and Alzheimer Society Board Member who was diagnosed with Alzheimer's disease in 2007, held a town hall on Feb. 27 at the Monterey Recreation Centre (Garry Oak Room) at 1442 Monterey Avenue in Victoria as part of his province-wide push for a comprehensive, funded dementia action plan in B.C. Mann envisions a plan that will help avert a crisis and prepare B.C. for the rising tide of dementia.

Families affected by Alzheimer's disease and other dementias and concerned citizens joined us to support [\*Jim's Push for a Plan\*](#).



**Caption:** Jim Mann at podium with Alzheimer Society of B.C. Advocacy and Public Policy Director Barbara Lindsay as they take questions from town hall participants in Victoria on Feb. 27. Mann was diagnosed with Alzheimer's disease in 2007 and is touring B.C. in the lead up to the provincial election in May 2013 to ensure that a comprehensive, funded dementia action plan is on the agenda of the next B.C. government. *High-resolution image available upon request.*

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### **About Jim Mann**

Jim Mann was diagnosed with dementia in 2007 at age 58. A former communications consultant, Jim has become an Alzheimer Advocate as a member of the Board of Directors for the Alzheimer Society of B.C. and the Alzheimer Society of Canada. Jim is pushing for a plan to improve the lives of over 70,000 British Columbians with Alzheimer's disease and other dementias, their families and caregivers. Learn more about Jim's Push for a Plan at [www.alzheimerbc.org/We-Can-Help/Advocacy.aspx](http://www.alzheimerbc.org/We-Can-Help/Advocacy.aspx).

### **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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