



FOR IMMEDIATE RELEASE

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**Business Leaders Support Dementia Research at
Victoria's Inaugural Breakfast to Remember**

Victoria, B.C. — On Tuesday, Feb. 18 business community members will gather at the Hotel Grand Pacific for the Alzheimer Society of B.C.'s inaugural *A Breakfast to Remember* fundraising event. The event will be emceed by iconic CTV broadcaster Hudson Mack and feature a keynote speech by President and CEO of Viking Air Ltd., David Curtis.

Attendees will have the chance to network with dynamic and high profile corporate professionals as they raise awareness and funds to support those who face Alzheimer's disease and other dementias. They will also learn about the impact the disease has on business practices, and how to best support those affected by dementia in both their personal and professional lives.

The CEO of the Alzheimer Society of B.C., Maria Howard, who will give the welcoming remarks, says, "We are thrilled to bring this event to Victoria. The support and feedback we have received from our Vancouver events has been tremendous, and we welcome the chance to build awareness across the province."

70,000 British Columbians are living with Alzheimer's disease or another dementia, and over 74 per cent of Canadians know someone who has dementia. The number of those diagnosed is expected to double by 2038, making it crucial to have an understanding of the disease and the services offered to those impacted.

To learn more about this event or dementia support services, please visit www.alzheimerbc.org.

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Interviews

- Maria Howard, CEO, Alzheimer Society of B.C.
- David Curtis, President and CEO, Viking Air Ltd.

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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 authority on the disease in Canada.



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