



FOR IMMEDIATE RELEASE

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Alzheimer Society of B.C. Welcomes Community Support at A Breakfast to Remember

Victoria, B.C. — On February 24, community leaders will come together at the Hotel Grand Pacific Victoria for the Alzheimer Society of B.C.'s fourth annual *A Breakfast to Remember*, in order to take a leading role in the fight against dementia. Supporters will hear speeches by Doug Pearce, former CEO/CIO of British Columbia Investment Management Corporation (bcIMC), and Dr. Stuart MacDonald, Associate Professor at the University of Victoria.

"There are over 70,000 British Columbians living with Alzheimer's disease or another dementia, a figure expected to double by 2038," says Alzheimer Society of B.C. CEO Maria Howard. "It is also expected that family members in B.C. will provide over 118.7 million hours of informal, unpaid care¹. The *Breakfast to Remember* addresses the need for business leaders to be aware of the challenges of dementia, as this will have a real impact on the workplace as our population ages."

At the event, to be emceed by CTV's Bruce Williams, attendees will have a chance to network with dynamic community members and hear insights from both Pearce and MacDonald. Their attendance will raise funds for research for a cure, education programs and support services, which will allow the Alzheimer Society of B.C. to provide Help for Today. *Hope for Tomorrow...*[®]

The Alzheimer Society of B.C. is the only province-wide organization in B.C. to provide support services and education for families impacted by Alzheimer's disease and other dementias. To learn more about *A Breakfast to Remember*, dementia support services, or the Alzheimer Society of B.C. please visit www.alzheimerbc.org.

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Share on Twitter: February 24 is @AlzheimerBC's #abreakfasttoremember at @grandpacific to raise awareness and funds for #dementia. <http://ow.ly/IMkyo>

¹ Rising Tide: The Impact of Dementia on British Columbia 2008 – 2038, Alzheimer Society, 2010.

Interviews

- Maria Howard, CEO, Alzheimer Society of B.C.

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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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