

PHOTO RELEASE

FOR IMMEDIATE RELEASE

February 25, 2015

Victoria's business and community leaders support those who face dementia at annual breakfast

Vancouver, B.C. — On February 25, business and community leaders gathered at the Hotel Grand Pacific Victoria for the Alzheimer Society of B.C.'s annual *A Breakfast to Remember* and took a leading role in the fight against dementia. Supporters heard informative and powerful speeches by Doug Pearce, Founding and Former CEO/CIO of bcIMC (British Columbia Investment Corporation) and Dr. Stuart MacDonald, Associate Professor, Department of Psychology, University of Victoria. The event, in its second year in Victoria, raised a record of over \$40,000.

For more information about the breakfast or to make a donation to the Alzheimer Society of B.C., please visit www.alzheimerbc.org.



Image Caption: L-R Alzheimer Society of B.C. CEO Maria Howard; Emcee Bruce Williams of CTV Vancouver Island and CFA; Keynote Speaker Doug Pearce, Founding and Former CEO/CIO of bcIMC; Guest Speaker Dr. Stuart MacDonald, Associate Professor, Department of Psychology, University of Victoria.



Image Caption: Business and community leaders watched presentations at Victoria's second annual *A Breakfast to Remember*, which rose over \$40,000 to support those living with dementia.

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High resolution images available upon request.

Share on Social Media: Attendees at @AlzheimerBC's #abreakfasttoremember raised awareness and over \$40,000 for #dementia.

Media Contact

Freya Tomren

Coordinator, Marketing & Business Development Communications
Alzheimer Society of B.C.

Phone: 604-742-4919 | Cell: 778-882-9895

E-mail: ftomren@alzheimerbc.org

Website: www.alzheimerbc.org

Twitter: www.twitter.com/AlzheimerBCnews

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.



ALZHEIMER SOCIETY OF B.C.

300 - 828 West 8th Avenue, Vancouver, BC V5Z 1E2

TELEPHONE: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742

WEBSITE: www.alzheimerbc.org E-MAIL: info@alzheimerbc.org

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