

Alzheimer Society

BRITISH COLUMBIA

News release
FOR IMMEDIATE RELEASE
May 22, 2015

Alzheimer Society of B.C. welcomes new
Finance & Administration Director Bark Kong



Vancouver, B.C. — Bark Kong has been appointed Director, Finance & Administration at the Alzheimer Society of B.C., a province-wide network of support that exists to alleviate the personal and social consequences of Alzheimer's disease and other dementias, promote public awareness and search for a cure.

The Alzheimer Society of B.C.'s First Link[®] program connects individuals and families who face dementia with support services and education as soon as possible after diagnosis. Education partnerships bring hope for better care and Dementia-Friendly Communities. That hope extends to the Society's commitment to research for a cure.

Bark, who holds CPA, CA and CBV designations, will lead the Alzheimer Society of B.C. Finance & Administration team, with an emphasis on operational excellence and helping the public understand the stories behind how donor dollars support those on the dementia journey and research for better treatments and a cure. This senior role with the Society is in addition to Bark's role as a volunteer director on the Board of the Tri-Cities/Ridge Meadows Chapter of CPA British Columbia and a volunteer with MOSAIC, an organization that provides support services to immigrants and refugees.

Alzheimer Society

BRITISH COLUMBIA

"I am excited to join the Alzheimer Society of B.C. at a time when the organization is poised to broaden the reach of its First Link dementia support services and deepen its ability to help make B.C. communities more dementia-friendly. My work will underpin our impact in these areas and support for research," says Bark.

Bark has spent much of his career in the health sector, having previously served as a Director with the Fraser Health Authority and the Vancouver Hospital & Health Sciences Centre. Bark was also a partner at Charlton and Company, Chartered Accountants providing auditing and consulting services to public and private companies. In addition, Bark was a former volunteer treasurer and director on the Board of MOSAIC.

Bark says "I believe that great things can be achieved through powerful teams driven by well-defined strategic goals. The Society's strategic activities offer many opportunities and challenges and this position represents an amazing opportunity to be a part of an organization that is addressing a critical health and social issue. It is my goal to use my background in the private, health and not-for-profit sectors to engage with a superb team in a first-rate organization."

Alzheimer Society of B.C. CEO Maria Howard says: "The Society is very happy to welcome Bark Kong, who has the personal qualities, professional expertise and health sector experience to help us meet the needs of the growing number of British Columbians who face a form of dementia. We are fortunate to have such a respected leader join our senior management team."

Bark's role with the Alzheimer Society of B.C. commences immediately.

-30-

High-resolution photo available upon request.

Media Contact

Christine Leclerc
Director, Marketing & Communications
Alzheimer Society of B.C.
Cell: 778-987-3957
E-mail: cleclerc@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 Society

BRITISH COLUMBIA

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.