



**NEWS RELEASE  
FOR IMMEDIATE RELEASE  
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## **Lenarduzzi family fundraises for dementia support services and research**

**Vancouver, B.C.** - Sunny Lenarduzzi is once again heading up 'Team Lenarduzzi' as part of the Alzheimer Society team in the *Scotiabank Vancouver Half-Marathon & 5k* on June 28. She will be joined by her family, including father and Vancouver Whitecaps FC President Bob Lenarduzzi, to raise valuable funds and awareness to support those affected by Alzheimer's disease and other dementias. They will also honour the memories of family members Denny Veitch and Clelia Lenarduzzi who have passed away from the disease.

Having participated in 2014, Sunny says, "It was a fun event and rewarding experience. I felt we got the message out there about the reality of dementia, and how it affects families. So many people are affected by this disease but aren't talking about it, as there still seems to be stigma. My family hopes by participating in this event again, we can show people that they aren't alone."

Alzheimer Society of B.C. CEO Maria Howard says, "We are grateful for the continued support of the Lenarduzzi family. They are raising vital awareness about dementia and the affect the disease has on families. With the number of those diagnosed in B.C. expected to rise to 170,000 by 2038, it's crucial to have people speaking publicly about their experience, so that those affected will be aware of avenues of support and education."

You can join Team Lenarduzzi in raising funds for those across B.C. impacted by dementia by registering for the Alzheimer Society team in the Scotiabank Charity Challenge. What's good for the heart is what's good for the head, so by participating, you will be receiving brain-boosting activity while making a difference in the lives of those affected by dementia. Register today: <http://bit.ly/1iZhAKa>.

Funds raised go towards education programs, support services and research for a cure. You can support Team Lenarduzzi by making a donation at: <http://bit.ly/1FkLNOV>.

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### **Interviews and Photo Opportunities**

- Sunny Lenarduzzi, media personality and social media strategist.
- Maria Howard, CEO, Alzheimer Society of B.C.
- High resolution photos of the Lenarduzzis can be made available.

**Share on Twitter:** Support @ SunnyLenarduzzi and family in the #scotiahalf while they fundraise for @AlzheimerBC: <http://bit.ly/1FkLNOV>.

### **Media Contact**

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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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