

**PHOTO RELEASE**

**FOR IMMEDIATE RELEASE**

Wednesday, September 2, 2015

**Cheers to Bard on the Beach volunteers who kicked off Coffee Break®**  
This month British Columbians raise their cups for those living with  
Alzheimer's disease and other dementias

**Vancouver, B.C.** —Volunteers with the Bard on the Beach Shakespeare Festival raised their cups to show their support for Coffee Break®, a month-long campaign to raise funds and awareness for people with Alzheimer's disease or other dementias. Beginning September 17, 2015 and continuing for the month thereafter, people can support the Alzheimer Society of B.C. by hosting or attending a Coffee Break.

Visit [www.coffeebreak.ca](http://www.coffeebreak.ca) to register today!



Image caption: (From left to right) Volunteers Stacey Menzies, Liz Landon, Dennis McCann, Jessi Simmons, Paul Porter, Rati Arora raise their Coffee Break® cups in support of those who face dementia. To join them, please visit [www.coffeebreakbc.ca](http://www.coffeebreakbc.ca)

This event took place at the Bard on the Beach village. While *Shakespeare's Rebel* by C.C. Humphreys and *The Comedy of Errors* by William Shakespeare were being performed on their respective stages, volunteers had their very own Coffee Break. Toasting cups of coffee, the Bard on the Beach volunteers learned about the aims of Coffee Break and showed their own support for the Alzheimer Society B.C.

Those who host a Coffee Break in their community raise much-needed funds for local programs and services for the over 70,000 British Columbians with Alzheimer's disease and other dementias as well as their caregivers.

Alzheimer Coffee Break® really needs hosts! Hosting a Coffee Break in your home or workplace couldn't be easier. We will send you a complimentary Coffee Break Kit that includes all the supplies you need – including the coffee! You then choose a date, invite your friends or co-workers, brew up a pot of coffee and collect donations for the Alzheimer Society of B.C.

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For more information hosting or attending a public Coffee Break® visit:  
[www.coffeekbreakbc.ca](http://www.coffeekbreakbc.ca)

High resolution images available upon request.

**Share on social media:**

20th annual #alzcoffeebreak: a nationwide campaign to raise funds for people affected by #Alzheimer's disease and other #dementias. For more info: [www.coffeekbreakbc.ca](http://www.coffeekbreakbc.ca)

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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.



ALZHEIMER SOCIETY OF B.C.

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