

NEWS RELEASE

FOR IMMEDIATE RELEASE

Monday, September 14, 2015

Hike the Grind in support of British Columbians living with dementia

Vancouver, B.C. – Start time draws near as hikers prepare to gather at the base of Grouse Mountain on September 27, 2015 for the fourth annual *Mt. Kilimanjaro Grouse Grind for Alzheimer's*. Participants will make their way up the mountain to raise funds and show support for the 70,000 people in B.C. who are making the dementia journey.

“Hiking *MKGG* helps fund education, support services and research into cures for Alzheimer’s disease and other dementias,” says Maria Howard, CEO of the Alzheimer Society of B.C. “It is amazing to see so many teams from the community come out to show their dedication to such an important cause.”

Seven trips up the Grouse Grind are roughly equivalent to one trip up Mt. Kilimanjaro. While *MKGG* is under way, our intrepid *Ascent for Alzheimer's team* is starting their journey towards the peak of the tallest mountain in Africa. To show solidarity, *MKGG* hikers are going up in teams of seven to mirror the *Ascent*. Whether at the foot of Mt. Kilimanjaro or making their way up Grouse Mountain, hikers are showing support for British Columbians facing the uphill battle with dementia and helping to build stronger, Dementia-Friendly Communities.

“In Canada, someone develops dementia every five minutes,” says Global News anchor Dawna Friesen, who is returning to emcee *MKGG* this year. “Taking part in *MKGG* and raising funds make a difference for those who face the disease.”

It isn't too late for people to take part in *MKGG* – online registration is open until September 25 at 5 p.m. and hikers can sign up on the day, starting at 8:30 a.m. Supporters who want to donate during *MKGG* can do so in person or online at hikemkkg.com.

--30--

For more information about the *Mt. Kilimanjaro Grouse Grind for Alzheimer's*, visit hikemkkg.com. Photos are available for use. Event Day interviews with Maria Howard, Dawna Friesen, Monica Nguyen (corporate team captain) and Sandy Riley (*Ascent* alumni) can be scheduled for between 8 a.m. and 8:30 a.m. at the Base, or between 12 p.m. and 12:30 p.m. at the Peak.

Media Contact

Ben Rawluk
Coordinator, Marketing and Communications
Alzheimer Society of B.C.
Phone: 604-742-4912 | Cell: 604-812-4497
Email: brawluk@alzheimerbc.org
Website: www.alzheimerbc.org

About Mt. Kilimanjaro Grouse Grind for Alzheimer's (MKGG)

In its fourth year, *MKGG* is an exhilarating team-based event that raises funds and awareness for the Alzheimer Society of B.C. and also supports the Society's *Ascent for Alzheimer's* team, which will be hiking Mt. Kilimanjaro in Tanzania at the same time. For more information, visit hikemkgg.com.

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
TEL: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742
WEBSITE: www.alzheimerbc.org E-MAIL: info@alzheimerbc.org
CHARITABLE REGISTRATION BN #11878 4891 RR0001