

**PHOTO RELEASE**

**FOR IMMEDIATE RELEASE**

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## **Vancouver's business community supports those who face dementia with *A Breakfast to Remember***

**Vancouver, B.C.** — On February 19, business community leaders gathered at the Pan Pacific Vancouver for the Alzheimer Society of B.C.'s fourth annual *A Breakfast to Remember*, and took a leading role in the fight against dementia. Supporters heard powerful speeches by the Chairman of Pan American Silver Corp, Ross Beaty and President of the Vancouver Whitecaps F.C., Bob Lenarduzzi. For more information about the breakfast or to make a donation to the Alzheimer Society of B.C. please visit [www.alzheimerbc.org](http://www.alzheimerbc.org).



Image Caption: *A Breakfast to Remember* organizing committee and speakers.

Back Row L-R: Alzheimer Society of B.C. CEO Maria Howard, Board Member Tony Yue, Floyd Murphy, Keynote Speaker Ross Beaty, Greg Bay, Guest Speaker Bob Lenarduzzi and Claude Rinfrett.

Front Row: Emcee Squire Barnes of Global BC, Alzheimer Society of B.C. Volunteer Board Chair Michele Buchignani, *A Breakfast to Remember* Committee Chair Bob Hastings, Terri-Lynn Brown and Peter Wong.



Image Caption: Pan America Silver Corp. Ross Beaty addresses *A Breakfast to Remember* attendees in his keynote speech.

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High resolution images available on request.

**Share on Social Media:** Attendees at @alzhiemerbc's #breakfasttoremember raised awareness and funds for #dementia.

### **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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