



**NEWS RELEASE**

**FOR IMMEDIATE RELEASE**

Wednesday, February 10, 2016

**Alzheimer Society of B.C. welcomes Vancouver’s business community to Breakfast to Remember**

**Vancouver, B.C.** — On February 18, business community leaders will come together at the Fairmont Waterfront Hotel for the Alzheimer Society of B.C.’s annual *Breakfast to Remember*, in order to take a leading role in the fight against dementia. Supporters will hear speeches by the Chief Economist for Capital 1 Credit Union, Helmut Pastrick and Alzheimer’s advocate Jim Mann.

“There are over 70,000 British Columbians living with Alzheimer’s disease or another dementia” says Alzheimer Society of B.C. CEO Maria Howard. “Over 10,000 of them are under the age of 65. The *Breakfast to Remember* addresses the need for business leaders to be aware of the challenges of dementia, as this will have a real impact on the workplace as our population ages.”

At the event, to be emceed by Global BC’s Squire Barnes, attendees will have a chance to network with dynamic corporate professionals and hear insights from both Pastrick and Mann. Their attendance will raise funds for research into a cure, as well as education programs and support services for B.C. families, allowing the Alzheimer Society of B.C. to provide Help for Today. *Hope for Tomorrow...<sup>®</sup>*

The Alzheimer Society of B.C. is the only province-wide organization in B.C. to provide support services and education for families impacted by Alzheimer’s disease and other dementias. To learn more about *Breakfast to Remember*, dementia support services, or the Alzheimer Society of B.C. please visit [breakfasttoremember.ca](http://breakfasttoremember.ca).

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**Share on Twitter:** Join @AlzheimerBC at @FairmontWF for #breakfasttoremember Feb. 18. Buy tickets to raise funds for #dementia. <http://alzbc.org/23VyLHX>

**Interviews**

Maria Howard (CEO of the Alzheimer Society of B.C.), Helmut Pastrick (Chief Economist, Central 1 Credit Union) and Jim Mann (Alzheimer’s advocate) will be available at the breakfast for interviews.

## **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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