



NEWS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, February 10, 2016

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

Victoria, B.C. — On February 25, business community leaders will come together at the Fairmont Empress 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 Editor-in-Chief for the *Victoria Times-Colonist*, David Obee, and David Leishman BA MSW MD FRCPC, Geriatric Psychiatrist.

“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 CTV Vancouver Island’s Bruce Williams, attendees will have a chance to network with dynamic corporate professionals and hear insights from both Obee and Leishman. 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...*[®]

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.

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Share on Twitter: Join @AlzheimerBC at @FairmontEmpress for #breakfasttoremember Feb. 25. Buy tickets to raise funds for #dementia. <http://alzbc.org/23VyLHX>

Interviews

Maria Howard (CEO of the Alzheimer Society of B.C.), David Obee (Editor-in-Chief, *Victoria Times-Colonist*) and David Leishman BA MSW MD FRCPC (Geriatric Psychiatrist) will be available at the breakfast for interviews.

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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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