



FOR IMMEDIATE RELEASE

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Make memories matter in the Investors Group Walk for Alzheimer's

Vancouver, B.C. — On Sunday May 1, British Columbians in 23 communities will join the nation's biggest fundraiser for dementia – the *Investors Group Walk for Alzheimer's*. While communities in B.C. have participated previously in the *Investors Group Walk for Memories*, the 2016 *Walk* has a new name and date to signify how Canada is united in the fight against Alzheimer's disease and other dementias.

"When you participate in a *Walk*, you make memories matter," says Alzheimer Society of B.C. CEO Maria Howard "You honour and remember those touched by dementia, and you ensure help and hope is provided to those living with the disease today. It also allows the opportunity to connect with others in the community who understand the dementia journey as well as learning more about the support the Society offers."

While participants are encouraged to walk in honour of someone dear to them, each community *Walk* is dedicated to an Honoree – someone impacted by Alzheimer's disease or another dementia. Just one of many inspiring Honorees is former Premier Bill Bennett, who is the Honoree of the 2016 Kelowna *Walk*.

Bennett was the Premier of B.C. from 1975 until he retired undefeated in 1986. Many projects that have defined B.C. were built under his watch, including Expo '86, the Coquihalla Highway and the WR Bennett Dam. His son Steve says, "My dad wanted a better life for all British Columbians and believed it was his duty. He had a great sense of humour. He loved to be around people and was very much a family man."

It is estimated that over 70,000 British Columbians face dementia and this number is expected to more than double by 2038. Funds raised from the *Walk* support programs and services in the province that improve the quality of life for people living with dementia and their families, as well as helping to fund research into the causes and cures.

Register and take part in one of the 23 *Investors Group Walk for Alzheimer's* taking place around British Columbia. For more information, visit www.walkforalzheimers.ca.

Share on Social Media: Get walking in @Investors_Group #WalkForAlzheimers on May 1 and #MakeMemoriesMatter ow.ly/4mRWFm

Interviews

- Interviews with representatives in *Walk* communities can be arranged.

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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