

PHOTO RELEASE

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Victoria's business community supports those who face dementia with Breakfast to Remember

Victoria, B.C. — On February 25, business community leaders gathered at Fairmont Empress for the Alzheimer Society of B.C.'s annual *Breakfast to Remember*, where they took a leading role in the fight against dementia. Supporters heard powerful speeches by Dr. David Leishman, geriatric psychiatrist, and Dave Obee, Editor-in-Chief of the Times Colonist. To date, this year's *Breakfast to Remember* in Victoria has raised over \$37,000. To make a donation, please visit breakfasttoremember.ca.



Caption: *Breakfast to Remember* organizing committee and speakers. L-R: Laurie Palmer, Ruth Wittenberg, Lesley Bidlake, Patrice Newman, Society Board Director Dan Levitt, Dr. David Leishman, CTV's Bruce Williams, Dave Obee, Alzheimer's advocate Geri Hinton, Society CEO Maria Howard and Kathy Baan.

Share on Social Media: Congratulations to attendees of @alzheimercbc's #BreakfastToRemember, who raised over \$37,000 and awareness for #dementia!

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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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