



PHOTO RELEASE

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May 3, 2016

British Columbians help Make Memories Matter

Vancouver, B.C. — On Sunday May 1, British Columbians in 23 communities joined the nation's biggest fundraiser for dementia – the *Investors Group Walk for Alzheimer's*. While communities across the province have participated for 12 years previously in the *Investors Group Walk for Memories*, the 2016 *Walk* had a new name and date to signify how Canada is united in the fight against Alzheimer's disease and other dementias.

Participants at each *Walk* honoured those who are affected by dementia while fundraising for support services, education programs and research for a cure. To all of the walkers, donors and sponsors who took part – thank you for helping us to make memories matter.

As part of the opening remarks at the *Walk* in Kelowna, Premier Christy Clark announced \$2.7 million in funding for First Link® dementia support as part of the Province of B.C.'s ongoing partnership with the Alzheimer Society of B.C. First Link connects people living with the disease and their families to support services, education and information at any stage of the dementia journey. Currently over 12,000 British Columbians connect with the Society through First Link, a number that is expected to grow.

The next *Investors Group Walk for Alzheimer's* will take place on Sunday, May 7, 2017! You can still show your support by donating at walkforalzheimers.ca.



Caption: Alzheimer Society of B.C. CEO Maria Howard, Premier Christy Clark, Audrey Bennett (widow of *Walk* honoree Bill Bennett) and Investors Group Vice President of Financial Services Sharon Moskalyk kick off the *Investors Group Walk for Alzheimer's* in Kelowna, following the announcement of continued government partnership for First Link® dementia support.



Caption: The Vancouver *Investors Group Walk for Alzheimer's* kicks off with a ceremonial ribbon-cutting by *Walk* honoree Dr. Martha L. Donnelly, Alzheimer Society of B.C. Board Chair Michele Buchignani and Acting Mayor Councillor Raymond Louie.

High resolution images available on request.

Media Contact

Freya Tomren
Coordinator, Marketing & Communications
Alzheimer Society of B.C.
Phone: 604-742-4919
E-mail: ftomren@alzheimerbc.org
Website: www.alzheimerbc.org
Twitter: www.twitter.com/AlzheimerBCnews

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.



ALZHEIMER SOCIETY OF B.C.
300 - 828 West 8th Avenue, Vancouver, BC V5Z 1E2
PHONE: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742
WEBSITE: www.alzheimerbc.org E-MAIL: info@alzheimerbc.org
CHARITABLE REGISTRATION BN #11878 4891 RR0001