NEWS RELEASE
Tuesday September 20, 2016

Climb the Grouse Grind in support of people living with dementia

Vancouver, B.C. – Start time draws near as climbers prepare to gather at the base of Grouse Mountain on September 25, 2016 for the fifth annual *MKGG Climb for Alzheimer's*. Participants will make their way up the mountain to raise funds and show support for the families in British Columbia who face the uphill journey of dementia.

"*MKGG Climb for Alzheimer's* helps to fund support and education for people living with the disease, and research into its causes and possible cures," says Maria Howard, CEO of the Alzheimer Society of B.C. "It is amazing to see so many community members come out to show their dedication for such an important cause."

Receiving a diagnosis of Alzheimer's disease or another dementia can leave a person feeling like they have a mountain to climb all on their own; the Alzheimer Society of B.C. exists to make sure they know they don't have to face it alone. To show solidarity with people who are living with the disease, *MKGG* participants will climb the Grouse Grind before a celebration at the Peak. With 2016, people can now do the Summit Stroll presented by Neptune Terminals, a gentler option for people who don't want to do the Grouse Grind itself. Whether doing the Climb or the Stroll, people are people in B.C. living with dementia.

"*MKGG Climb for Alzheimer's* is an invigorating climb or a pleasant stroll," says Bob Lenarduzzi, President of the Vancouver Whitecaps, a long-time supporter of the Society who will be emceeing *MKGG* this year. "*MKGG* is also a great way to show your support for people living with dementia."

It isn't too late for people to take part in the *MKGG* – online registration is open until September 23 at 5 p.m. and both climbers and strollers can sign up in person on the day, starting at 8:30 a.m. Supporters who want to donate during *MKGG* can do so in person or online at **hikemkgg.com**.

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For more information about the *MKGG Climb for Alzheimer's*, visit **hikemkgg.com**. Photos are available for use. Event Day interviews can be scheduled for between 8:30 a.m. and 9 a.m. at the Base and interviews can also happen at the Summit between 10:30 a.m. and 11 a.m.

Share on Twitter: Join @AlzheimerBC at @GrouseMountain for #MKGG #ClimbForAlzheimers on Sept. 25. Register and fundraise at http://hikemkgg.com.

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About MKGG Climb for Alzheimer's
In its fifth year, *MKGG Climb for Alzheimer's* is an exhilarating team-based event that raises funds and awareness for the Alzheimer Society of B.C. For more information, visit **hikemkgg.com**.

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.

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.