

NEWS RELEASE

Tuesday, November 8, 2016

**MedicAlert Foundation Canada and Alzheimer Society of Canada announce
Good Samaritan Award**

Vancouver, B.C. – To mark National Senior Safety Week, the MedicAlert Foundation Canada and the Alzheimer Society of Canada have launched a Good Samaritan Award to foster greater community support for people living with dementia. The award is designed to recognize members of the community who are willing to go out of their way to assist people with dementia, whom may have become lost or gone missing, so that they can return home safely.

This year's recipient was an individual from Vancouver, who after spotting a 60-year-old man running erratically in her neighbourhood, did not hesitate to help. She walked him to her home and immediately called the 24/7 Emergency Hotline engraved on the MedicAlert® Safely Home® bracelet he was wearing. The man had young onset dementia and was quickly reunited with his brother-in-law after MedicAlert staff checked his emergency contact list.

"Emergency responders and police aren't the only people who play critical roles in helping individuals with dementia. Ordinary Canadians also have a role to play. In fact, about 26 per cent of calls we've received so far this year have come from Good Samaritans," says Robert Ridge, President and CEO of MedicAlert Foundation Canada.

Good Samaritans not only help bring more attention to a disease that will continue to affect increasing numbers of British Columbians, but they also contribute to building a dementia- friendly B.C.

"We all have a role to play in making our communities safe, inclusive and supportive for people living with dementia. Individuals can make a huge difference by simply learning a little more about dementia and applying that knowledge where they work, live and play." says Rebecca Morris, Manager of Advocacy & Education for the Alzheimer Society of B.C.

If a member of the public suspects someone in the public has dementia and is disorientated, they can take the following steps:

- Approach the person from the front, introduce themselves, and reassure the person they're safe.
- Look for a MedicAlert medical ID. This is a nationally recognized blue emblem with the recognized name MedicAlert and will signify the person has dementia.
- Read the engraved info on the back of the bracelet.
- Call the emergency hotline to connect with a live MedicAlert operator who will contact the person's caregiver or family.

To learn more about the MedicAlert® Safely Home® program and how you can support those who live with dementia, visit alzbc.org/medic_alert.

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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.

About MedicAlert Foundation Canada

MedicAlert Foundation Canada (MAFCA) is the largest membership-based registered charity in Canada and it is the leading provider of emergency medical information services. For over 55 years, MedicAlert's mission is to save lives and it has protected more than one million Canadians since 1961.

MedicAlert[®] is backed by robust electronic health records maintained by medically trained professionals, a state-of-the-art secure database, and a 24/7 Emergency Hotline that answers calls from EMS and first responder personnel in 140 languages within an average of 5 seconds, all linked to customized identification products for Canadians with medical conditions and special needs. Universally recognized and respected, MedicAlert speaks for you, when you can't[™].

Learn more about MedicAlert, how it works, and how you or a loved one can sign up for a service plan, visit medicalert.ca or call 1-800-668-1507.



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