

Media Release

1 May, 2017

John Mann & Jill Daum Make Memories Matter at the 2017 Investors Group Walk for Alzheimer's

Vancouver, B.C. - Three out of four Canadians know someone with dementia. It touches so many homes in every community, including ours. But four out of four Canadians can take action. What can you do? You can show your support for people living with dementia and their families by registering for the *Investors Group Walk for Alzheimer's* on Sunday, May 7.

The *Walk* is Canada's biggest fundraiser for Alzheimer's disease and other dementias. It's a fun and family-friendly way to create new memories while sending a message of hope to Canadians – including an estimated 70,000 British Columbians – currently living with dementia, and the people who care for them.

In B.C., *Walks* will take place in 22 locations. Each community chooses an honouree – a person who has been affected by dementia or who has valuably contributed to the lives of people living with the disease.

Vancouver's honourees are Spirit of the West frontman John Mann and his wife Jill Daum. John announced he was living with early-onset Alzheimer's disease in 2014, and since then the couple has been committed to doing whatever they can to diminish the stigma around dementia. They have an agreement that they won't just "hide at home," even as he gets sicker. "Even though it may be awkward and uncomfortable for people, we're still going to stay out in the world. We're not going to silently disappear," Jill says.

You can register for the *Investors Group Walk for Alzheimer's* now. When you walk, you make memories matter. You honour people who have lived with dementia and acknowledge the work that must be done to ensure help and hope for people living with the disease today. For more information or to register, visit www.walkforalzheimers.ca.

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LOCATION DETAILS

Date: Sunday, May 7, 2017

Time: Registration 12 p.m. / Walk 1 p.m. - 3 p.m.

Event Location: Creekside Community Recreation Centre, 1 Athletes Way, Vancouver, B.C.



MEDIA OPPORTUNITIES

- Jill Daum, actor and writer, Vancouver *Investors Group Walk for Alzheimer's* honoree.
- Alzheimer Society of B.C. spokesperson.

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.

ABOUT THE ALZHEIMER SOCIETY OF B.C.

Families across British Columbia are affected by Alzheimer's disease or other dementias. The Alzheimer Society of B.C.'s ultimate vision is a world without dementia; that vision begins with a world where people living with the disease are welcomed, acknowledged and included. Working in communities throughout the province, the Society supports, educates and advocates for people with dementia, as well as enabling research into the disease. As part of a national federation, the Society is a leading authority on the disease in Canada.