

North Shore, walk the talk! Sign up for the Investors Group Walk for Alzheimer's

North 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 North Shore event will take place at John Lawson Park in West Vancouver. Registration begins at 10 a.m.

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. In the North Shore the *Walk* is held in remembrance of Gina Charles and also will honour her husband Chris, and caregiver Raquel Loza. To read their story visit: <http://alzbc.org/ginacharles>.

While you can walk in honour of your community honouree, participants are also encouraged to walk and fundraise in honour of someone in their lives who has been affected by dementia. A participant in the North Shore *Walk* who is doing just this, is Sunny Lenarduzzi. "Having lost two incredible members of our family to Alzheimer's and dementia, we are passionate about raising funds and awareness for this disease. We are walking in honour of our Noni (Clelia Lenarduzzi) and Papa (Denny Veitch). We miss them every day and we hope to honour their legacy by walking for a cause and making a difference in the lives of families affected by Alzheimer's."

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. To register, visit www.walkforalzheimers.ca.

-30-

EVENT DETAILS

Date: Sunday, May 7, 2017

Time: Registration 10 a.m. / Walk 11:30 a.m. - 1:30 p.m.

Event Location: John Lawson Park, 17th Street, West Vancouver, B.C.

MEDIA OPPORTUNITIES

- Sunny Lenarduzzi, participant in the North Shore *Investors Group Walk for Alzheimer's*.
- Alzheimer Society of B.C. spokesperson.



MEDIA CONTACT

Paula Brill
Marketing & Communications Coordinator
Alzheimer Society of B.C.
Cell: 604-365-9269
pbrill@alzheimerbc.org

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.