

Alzheimer Society

BRITISH COLUMBIA

PHOTO RELEASE

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British Columbia, thanks for walking to make memories matter!

Vancouver, B.C. – Thousands of British Columbians in 22 communities across the province participated in the *Investors Group Walk for Alzheimer's* yesterday, Sunday, May 7, 2017. They were joined by Alzheimer Societies across the country in a movement to raise funds and awareness for Alzheimer's disease and other dementias. Participants walked to remember people who have passed away from dementia and to honour the estimated 70,000 individuals in B.C. who are living with Alzheimer's disease or another form of dementia, while fundraising for support services, education programs and research for a cure. You can still help make memories matter by donating to www.walkforalzheimers.ca.



Caption: John Mann and Jill Daum cut the ribbon at the 2017 *Investors Group Walk for Alzheimer's*. From L-R: Alzheimer Society of B.C. board member Michele Buchignani, Spirit of the West frontman John Mann, actor and writer Jill Daum, city councillor Raymond Louie, Investors Group's Sharon Moskalyk and Ian Mak, and councillor Andrea Reimer.



Caption: Walkers at the 2017 Vancouver *Investors Group Walk for Alzheimer's*.



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High resolution photos available upon request.

Share on Twitter: British Columbians join @AlzheimerBC to walk to #MakeMemoriesMatter at the @InvestorsGroup #WalkforAlzheimers.

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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

