

For immediate release
September 21, 2017

Make your coffee count this World Alzheimer's Day!

Vancouver, B.C. – This September is World Alzheimer's Month, and today is World Alzheimer's Day. People around the world are being encouraged to recognize the signs of dementia, to seek support if they are affected and to remember people living with the disease. Here in British Columbia, an estimated 70,000 people are living with dementia. You can show them your support today by attending a public Coffee Break® hosted by the Alzheimer Society of B.C. and Coffee Break's provincial presenting sponsor, the Health and Technology District.

Date: September 21

Time: 7 – 11 a.m.

Address: London Drugs Plaza, corners of Granville and West Georgia, downtown Vancouver

Coffee Break® is an annual fundraiser throughout September and October where friends, families and co-workers come together to raise a cup of coffee in support of people affected by dementia. We make it easy by sending you everything you need to get started! It's then as simple as offering coffee in exchange for a donation. In addition to enabling research into the causes and cure for dementia, funds raised at Coffee Break® events will support local programs and services to help people living with dementia and their caregivers live well with the disease. For more information or to sign up today visit www.coffeekbreakbc.ca or email coffeekbreak@alzheimercbc.org.

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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.

ABOUT COFFEE BREAK®

Coffee Break® is an annual fundraiser where friends, co-workers and customers gather in communities across Canada to raise funds for their local Alzheimer Society. Host your own event or visit a Coffee Break near you to make a donation in exchange for a cup of coffee. The money raised stays in your province or community to help support local programs and services. To learn more or sign up today visit www.coffeekbreakbc.ca.

ABOUT THE HEALTH AND TECHNOLOGY DISTRICT

The Health and Technology District in Surrey, British Columbia, is a unique innovation ecosystem located immediately adjacent to Surrey Memorial Hospital, creating a collaborative environment for clinicians and health-care providers to work alongside innovators, entrepreneurs and tech companies. Developed by Canadian based company The Lark Group, the District is receiving international recognition and partnerships with global leading organizations, and is seen as an unparalleled landscape for research, development and innovation. To learn more, visit www.HealthandTechnologyDistrict.com.