

**NEWS RELEASE**

Thursday, January 19, 2017

## **Alzheimer Society of B.C. welcomes Victoria's business community to Breakfast to Remember**

**Victoria, B.C.** – On February 2, business and community leaders will come together at the Fairmont Empress Hotel for the Alzheimer Society of B.C.'s annual *Breakfast to Remember*, in order to help provide crucial support, education and information for British Columbians who live with dementia. Attendees will hear from Island Health President and CEO Dr. Brendan Carr, as well as from Seniors Advocate Isobel Mackenzie, and Dr. Holly Tuokko, Professor in the Department of Psychology and a research affiliate of the Institute on Aging & Lifelong Health at the University of Victoria.

“Our vision is of a world without Alzheimer’s disease and other dementias but until that day comes, we are working towards a world in which people living with the disease are welcomed, acknowledged and included,” says Society Chief Executive Officer, Maria Howard. “It will take courage and leadership to break down stigma and shame and take steps to build a society that is friendlier, more accepting and more supportive of people living with dementia, whether they are in our families, our communities, or our workplaces. Leaders in Victoria’s business community are uniquely positioned to support our work.”

At the event, to be emceed by CTV Vancouver Island’s Bruce Williams, attendees will have a chance to network with dynamic corporate professionals and hear insights from Carr, Tuokko and Mackenzie.

The Alzheimer Society of B.C. is the only province-wide organization in B.C. to provide support services and education for families impacted by Alzheimer’s disease and other dementias. To learn more about *Breakfast to Remember*, dementia support services, or the Alzheimer Society of B.C. please visit [breakfasttoremember.ca](http://breakfasttoremember.ca).

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**Share on Twitter:** Join @AlzheimerBC at @FairmontEmpress for #breakfasttoremember Feb. 2. Buy tickets to raise funds for #dementia. <http://alzbc.org/2k0ze91>



ALZHEIMER SOCIETY OF B.C.  
#300 – 828 West 8th Avenue, Vancouver, BC V5Z 1E2  
TEL: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742  
WEBSITE: [www.alzheimerbc.org](http://www.alzheimerbc.org) EMAIL: [info@alzheimerbc.org](mailto:info@alzheimerbc.org)  
CHARITABLE REGISTRATION BN #11878 4891 RR0001

**Media contact**

Paula Brill

Coordinator, Marketing and Communications

Alzheimer Society of B.C.

Phone: 604-742-4940 | Cell: 604-365-9269

Email: [pbrill@alzheimerbc.org](mailto:pbrill@alzheimerbc.org)

Website: [www.alzheimerbc.org](http://www.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.