

## NEWS RELEASE

Tuesday, February 28, 2017

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

**Vancouver, B.C.** – On March 9, business and community leaders will come together at the Fairmont Waterfront 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 Sue Paish, the Chief Executive Officer of LifeLabs, and Dawna Friesen of *Global National*.

“Our vision is of a world without Alzheimer’s disease and other dementias. However, we know that before there is a *cure*, there is *care*: ensuring that people living with the disease are welcomed, acknowledged and included and that families affected by it are supported,” says Society Chief Executive Officer, Maria Howard. “We are inviting members of Vancouver’s business community to join the movement, to help us work towards a truly dementia-friendly society. Attending this event is a great way to do this.”

At the event, attendees will have a chance to network with dynamic corporate professionals and hear insights from Paish and Friesen.

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 @FairmontWF for #breakfasttoremember March 9. Buy tickets to raise funds for #dementia. <http://ow.ly/gjs4309ijOJ>



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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.