

MEDIA RELEASE

Monday, September 17, 2018

Climb the Grouse Grind® in support of people living with dementia

Vancouver, B.C. – If doing the Grouse Grind® is on your bucket list, join the Alzheimer Society of B.C. on September 30, 2018 for the seventh annual fundraiser, the *Climb for Alzheimer's*. Passionate supporters, friends and family will head to Grouse Mountain to show that people don't need to make the dementia journey alone.

"Receiving a diagnosis of dementia can leave a person feeling like they have a mountain to climb," says Maria Howard, CEO of the Alzheimer Society of B.C. "The Alzheimer Society of B.C. exists to make sure they know they don't have to face it alone."

The *Climb for Alzheimer's* is a fun, invigorating hike up the Grouse Grind® – but it's also an opportunity to help the Alzheimer Society of B.C. achieve its vision of a truly dementia-friendly B.C. – where people living with the disease, their caregivers and their families are acknowledged, welcomed and included. You can make the *Climb* or take the more accessible Summit Stroll around the peak of the mountain. Either way, funds raised will go towards support, education and advocacy for families affected by dementia, and enable research that will advance knowledge of the disease.

Curtis Lum from the TV show *Siren* is among the participants coming out to fundraise for the event. Inspired by his family's personal experience with the disease after his grandfather was diagnosed, Curtis has mobilized members of Vancouver's film and television industry and is co-captain of the Artists for Alzheimer's team. "My passion to help out and give back to the people caring for my grandfather was ignited almost immediately," Curtis says. "I've just been waiting for the right time and thankfully that time is now."

As well as Curtis's *Siren* co-stars, the Artists for Alzheimer's team has successfully recruited local actors who appear on *The 100*, *Riverdale* and the upcoming *Chilling Adventures of Sabrina*.

"It is amazing to see so many community members come out to show their dedication to such an important cause," says Maria.

It isn't too late for people to take part in the *Climb* – online registration is open until September 28 at 5 p.m. and both climbers and strollers can sign up on the day, starting at 8:30 a.m. Supporters who want to donate can do so in person or online at climbforalzheimers.ca.

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For more information about the *Climb for Alzheimer's*, visit climbforalzheimers.ca. Photos are available for use. Event day interviews with Robert Piasentin (Alzheimer Society of B.C. Board of Directors) and Curtis Lum (fundraiser) can be scheduled between 8:30 and 9 a.m. at the base of Grouse Mountain.

Date: September 30, 2018

Time: 8:30 a.m. to noon.

Location: Grouse Mountain – Parking Lot D

Emcee: Jordan Armstrong, Global BC news anchor

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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 CLIMB FOR ALZHEIMER'S

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