

PHOTO RELEASE

FOR IMMEDIATE RELEASE

September 28, 2017

Participants in the Climb for Alzheimer's help families in B.C. on the uphill journey of dementia

Vancouver, B.C. — On September 24, 253 participants gathered at the base of Grouse Mountain for the Alzheimer Society of B.C.'s sixth annual *Climb for Alzheimer's*, where they hiked the Grouse Grind® or took a Summit Stroll in support of people affected by dementia. Organized by a committee of passionate volunteers, the *Climb* was hosted by Samantha Falk from Global BC and the Society was represented by Bark Kong, Director of Finance & Administration. To make a donation, please visit climbforalzheimers.ca.



Caption: Participants of the 2017 *Climb for Alzheimer's* prepare to hike the Grouse Grind® in support of families affected by dementia. Funds raised will go towards support, education and advocacy for families making the journey, and to enable research that will advance knowledge of the disease.



Caption: Samantha Falk, news anchor for Global BC, addresses the crowd at the *Climb for Alzheimer's*.

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High resolution images available on request.

Share on Social Media: Congratulations to participants of @alzheimerbc's #ClimbforAlzheimers, who are raising funds and awareness for #dementia! #yvr

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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. Alzheimer's disease is the most common form of dementia accounting for almost two-thirds of dementias in Canada today.

About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. provides a provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the Society for support services, information and education programs, advocacy to improve dementia care in B.C., and to fund research to find the causes and cures. As part of a national federation, the Society is a leading authority on the disease in Canada.

About the Climb for Alzheimer's

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. support individuals and families in B.C. You can make the *Climb* or take the Summit Stroll – either way, funds raised will go towards support, education and advocacy for families making the journey, and to enable research that will advance knowledge of the disease. Register and start fundraising at www.climbforalzheimers.ca.

ALZHEIMER SOCIETY OF B.C.

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