

For immediate release
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How you can get involved with the Alzheimer Society of B.C. this World Alzheimer's Month

Vancouver, B.C. – This September is World Alzheimer's Month and 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 this month by becoming involved in two Alzheimer Society of B.C. fundraising events: Coffee Break® and the *Climb for Alzheimer's*.

"Fundraising events are critical for bringing much-needed funds to advance research and enable people affected by the disease to access support and learning. They also grow crucial awareness of dementia," says Maria Howard, the Society's Chief Executive Officer. "When people come together at Coffee Break® events and the *Climb for Alzheimer's*, they are helping reduce the stigma associated with Alzheimer's disease and other dementias and they are creating a community of courage: a place where people living with dementia are acknowledged, supported and included."

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. Together with Coffee Break's provincial presenting sponsor, the Health and Technology District, the Alzheimer Society of B.C. will be hosting a public Coffee Break® at London Drugs Plaza – corner of Granville and West Georgia streets – in downtown Vancouver on the morning of World Alzheimer's Day, September 21.

The partnership is a fitting one, as the two organizations share a similar vision. Rowena Rizzotti, Vice President of Healthcare and Innovation at the Health and Technology District says, "We share the Alzheimer Society of B.C.'s vision for a world without dementia and aim for our technologies to be used to create a world without neurological diseases." For more information about how you can make your coffee count, visit www.coffeeforcebc.ca or email coffeeforce@alzheimercbc.org.

Another way you can show support for people living with dementia and their caregivers during World Alzheimer's Month is to register and start fundraising for the sixth annual *Climb for Alzheimer's* on September 24. The *Climb* is a fun, invigorating hike up the Grouse Grind® but it's also a way of showing your commitment to helping build a truly dementia-friendly society. "Dementia is an uphill journey," says Howard. "People participating in the *Climb* are showing that no one should have to climb that mountain alone." After the hike, participants will have a celebratory breakfast at the peak. Don't feel up to hiking? The Summit Stroll is a great option for people who want to participate in the *Climb for Alzheimer's* without having to do the Grouse Grind®. Participants will make their way around the exhibits at the peak of Grouse Mountain. Visit the bear habitat, take in a film at the Theatre in the Sky, or simply take a leisurely stroll around the different walking paths and exhibits. No matter whether you do the hike or the Stroll, you are helping people affected by dementia across the province. To register, visit www.climbforalzheimers.ca.

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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.

ABOUT 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.