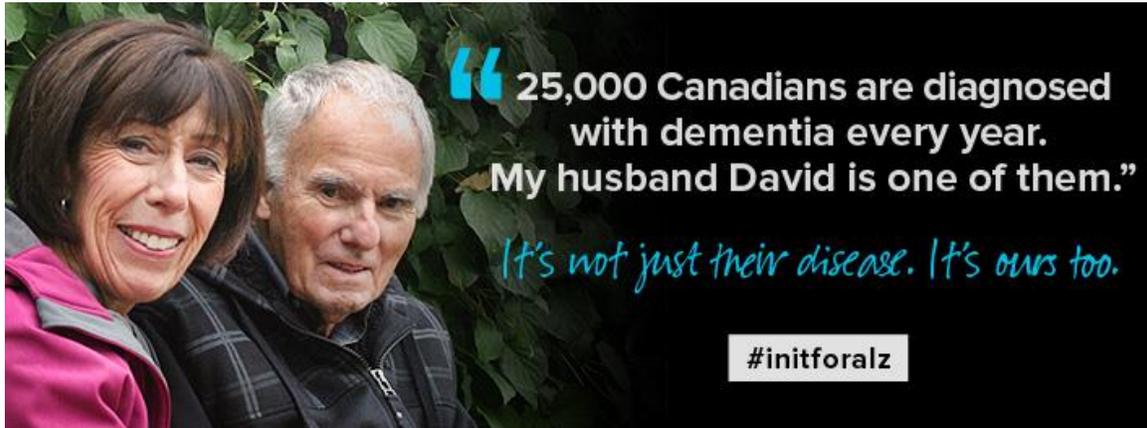


Alzheimer Society

PETERBOROUGH, KAWARTHA LAKES, NORTHUMBERLAND & HALIBURTON

Are you #InitForAlz? Alzheimer Society kicks off Alzheimer Awareness Month with new campaign



Each year, 25,000 Canadians hear the words, 'you have dementia.' But dementia is more than just numbers. Friends, families and members of our communities all experience the personal and social impact of dementia. For our health-care system and economy this means higher demand for services and soaring costs. It's not just *their* disease. It's *ours* too.

That's why the Alzheimer Society is asking Canadians to be **#InitForAlz** and support vital research to eliminate this disease and its impact on Canadians. Through this campaign, the Alzheimer Society also hopes to change the conversation about a disease that continues to be shrouded in silence.

Dementia doesn't discriminate and can affect anyone. It's one of the fastest-growing diseases of our time, but still has no cure or effective treatments. It can only be beat if everyone takes action.

That's why Darren Dreger, a Hockey Insider at TSN, is getting behind **#InitForAlz**. His 76-year-old step father, Ervin, who lives in Saskatchewan, was recently diagnosed with dementia. "This is a cause that's close to my heart and I'm proud to lend my support to the campaign. We need to get over our



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uneasiness about dementia and start to recognize and talk about it more openly. Research is top priority if we're to find a cure for people like my step dad. And, we need research into better resources for caregivers like my mom," says Dreger, who makes his home in Toronto.

You, too, can be **#InItForAlz** and make a difference right from your computer. Visit alzheimer.ca/initforalz to watch a video about Darren and his family, read the personal stories of other Canadians impacted by dementia, and donate to support research. You can also use the hashtag **#InItForAlz** to spread the word that "it's not just *their* disease. It's *ours* too."



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