

Register now for the virtual IG Wealth Management Walk for Alzheimer's

*Vikash Jain is running 100 kilometres in May
to support York Region residents impacted by dementia*

FOR IMMEDIATE RELEASE – AURORA, ON (March 25, 2022) – This May, Vikash Jain, a certified financial planner for IG Wealth Management's Newmarket office, will be strapping on his shoes and clocking in about five kilometres a day in order to reach his goal of running 100 kilometres during the virtual IG Wealth Management Walk for Alzheimer's in support of the Alzheimer Society of York Region (AS York).

This is the third year Jain will be participating in the Walk for Alzheimer's, which raises money to support programs and services for York Region residents impacted by dementia. All money raised in York Region stays in York Region.

"I have friends and family who have supported a loved one with Alzheimer's disease," Jain said. "I've seen how difficult it can be. Canada is getting older. Alzheimer's disease is going to affect more and more of us. We'll need all the help we can get from local societies."

AS York provides DAY in-person and virtual DAY programs for people living with dementia, support groups, public education sessions and more.

Jain, who took up running with his sons Surya and Ami after the pandemic struck, said participating in the IG Wealth Management Walk for Alzheimer's was a way to commit to the sport, while raising money for an important cause. He chose 100 kilometres as his goal "a good stretch target, and we hope it will inspire donors to stretch their donations, too."

This year, AS York is again encouraging people to walk 17,000 steps during the month of May, one step for every York Region resident living with dementia. People can participate their way, reaching their set goal by May 28.

Register individually or as a team at <http://www.alzgiving.ca/asyork>. People who raise more than \$500 will receive a copy of the [Hearts Linked by Courage book](#), which shares stories of York Region residents impacted by dementia. People are encouraged to send their pictures, and caption information, to info@alzheimeryork.com to be shared on social media.

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About the Alzheimer Society York Region (AS York):

The Alzheimer Society of York Region is a leader in actively supporting individuals and families living with Alzheimer's disease and other dementias. Our quality, dementia-specific DAY program services, enriched social work program and education opportunities are well respected.

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Hashtags: #IGWalkForAlz , #AlzStepChallenge , #OurConnectionsMatter

Vikash Jain, who lives in Etobicoke, is available to be interviewed. Contact Pamela Loveless, Director of Philanthropy, at 416-545-7569 to arrange an interview.

Photos are courtesy of Vikash Jain. Jain invites people to join him on Runkeeper, a phone app that allows people to "run together."

Jain's donation page: http://www.alzgiving.ca/goto/Vikash_and_Amitav .

Cutline: Vikash Jain is running 100 kilometres this May to raise funds to support the Alzheimer Society of York Region. His son, Ami, sometimes joins his dad on their runs.