

For immediate release
September 23, 2017

Climb the Grouse Grind in support of people living with dementia

Vancouver, B.C. – Start time draws near as climbers prepare to gather at the base of Grouse Mountain on September 24, 2017 for the sixth annual *Climb for Alzheimer's*. Participants will make their way up the mountain to raise funds and show support for the families in British Columbia who face the uphill journey of dementia.

Date: September 24

Time: 8:30 a.m. to noon

Location: Grouse Mountain – Parking Lot D

Emcee: Samantha Falk, Global BC news anchor

Welcoming remarks: Maria Howard, Alzheimer Society of B.C.'s Chief Executive Officer

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 society – where people living with the disease, their caregivers and their families are acknowledged, welcomed and included. 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. Who will you climb for? Register as an individual or with a team by visiting www.climbforalzheimers.ca.

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Interviews will be possible between 8 a.m. and 9 a.m. with Maria Howard or members of the *Climb for Alzheimer's* organizing committee.

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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

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.