



FOR IMMEDIATE RELEASE

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**Alzheimer Society of B.C. Welcomes Community Support
at A Breakfast to Remember**

Vancouver, B.C. — On Mar. 6 business community leaders will come together at the Fairmont Hotel Vancouver to help the Alzheimer Society of B.C. confront the dementia crisis. Supporters will hear a keynote speech by the Principal Owner of The Vancouver Canadians Baseball Club, Jake Kerr.

“There are over 70,000 British Columbians living with Alzheimer’s disease or another dementia, a figure expected to double by 2038,” says Alzheimer Society of B.C. CEO Maria Howard. “The rising tide of dementia affects personal lives and the business world alike so we applaud this community for recognizing the impacts of this disease and helping us fund advocacy, education, support services and research for a cure,” says Howard.

At this event, emceed by Dr. Rhonda Low, attendees will have a chance to network with dynamic corporate professionals and learn how Kerr revitalized the Vancouver Canadians into the championship winning team they are today. They will also raise awareness and funds to support those who face Alzheimer’s disease and other dementias.

Over 74 per cent of Canadians know someone who is living with dementia. Because the prevalence of the disease is rising, an increase in education, support services and research for a cure is more critical than ever.

The Alzheimer Society of B.C. is the only province-wide organization in B.C. to provide support services and education for families impacted by Alzheimer’s disease and other dementias. To learn more about *A Breakfast to Remember*, dementia support services, or the Alzheimer Society of B.C. please visit www.alzheimerbc.org.

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Share on Twitter: Mar 6 is @AlzheimerBC’s #abreakfasttoremember event at @FairmontVan to raise awareness and funds for #dementia. <http://ow.ly/tLjdK>

Interviews

- Maria Howard, CEO, Alzheimer Society of B.C.
- Jake Kerr, Principal Owner of Vancouver Canadians Baseball Club

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.

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