



FOR IMMEDIATE RELEASE
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Record Setting Mountaineers Hand Walking Stick to B.C. Youth, Continues Dementia Support

North Vancouver, B.C.—Hundreds are expected to hike for those impacted by dementia at the *Mt. Kilimanjaro Grouse Grind for Alzheimer's (MKGG)* on Sept. 29. Today at 10 a.m. Martin and Esther Kafer will be awarded Guinness World Records™ won at *Ascent for Alzheimer's 2012*. Peak Host Cory Ashworth and Grouse Mountain's Michael Cameron will co-present the records and the Kafers will hand the *Ascent* walking stick to Alexa Laidlaw (24), an *MKGG* alumna, to launch *MKGG 2013*.

The Alzheimer Society of B.C. invites British Columbians in the Lower Mainland to challenge themselves to the *Mt. Kilimanjaro Grouse Grind for Alzheimer's*. Joining a team of seven lets community members hike Grouse Mountain in a way that mirrors the challenge faced by the *Ascent for Alzheimer's* team on Mt. Kilimanjaro in Africa. The two hikes happen at the same time and it takes seven trips up the Grouse Grind to equal one ascent of Mt. Kilimanjaro.

MKGG alumna Alexa Laidlaw, who loves hiking Crown Mountain, Tantalus and Garibaldi, in B.C., says the *Mt. Kilimanjaro Grouse Grind for Alzheimer's* was harder than she expected. "My friend and I did four grinds together. We were last to finish," recalls the B.C. youth. "It was a huge challenge but it was really, really fun. I'd do it again if I wasn't going to be hiking Mt. Kilimanjaro this year."

Mountaineer and *Ascent* Guide, Sue Oakey, will lead the *Ascent* team to the summit of Africa's highest peak this year as she has in 15 years to date. Oakey will also lead a high altitude hiking exercise for those who attend the *MKGG* launch event today in the courtyard at Grouse Mountain welcome area.

"We are excited to see the *Mt. Kilimanjaro Grouse Grind for Alzheimer's* hike enter its second year. When hundreds of British Columbians hike in support of those impacted by Alzheimer's disease and other dementias and the *Ascent for Alzheimer's* team on Mt. Kilimanjaro the community benefits and in helps us fund research into the causes and cures," says Larry Okotinsky, Interim CEO, Alzheimer Society of B.C.

Registration is now open for *MKGG 2013* and *Ascent for Alzheimer's 2014* and the Society encourages the public to visit www.hikemkgg.com to join or support a team today!

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Location: Grouse Mountain
6400 Nancy Greene Way
North Vancouver, B.C. V7R 4K9

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 health authority on the disease in Canada.

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