



NEWS RELEASE

FOR IMMEDIATE RELEASE

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NHL Alumni Join Local Hockey Players to Help Put Alzheimer's On Ice

Vancouver, B.C. — Trevor Linden will join NHL Alumni Players including Mark Napier, Garry Monahan and Cliff Ronning on November 14 at the Vancouver Convention Centre for the *Gordie Howe & Friends Lunch* to launch the *Scotiabank Hockey for Alzheimer's* Tournament. The co-ed, three day Tournament will see local players play alongside and face-off against their favorite NHL Alumni as they raise funds to support the Alzheimer Society of B.C.

Alzheimer Society of B.C. CEO Maria Howard says, "The *Scotiabank Hockey for Alzheimer's* Tournament allows the Society to provide the 70,000 British Columbians – and their families – with education programs and support services, and also allows us to fund research for a cure. We are deeply appreciative of the contribution and generosity of the Tournament's participants, volunteers and sponsors."

After the kick-off Luncheon, Linden, Yvan Cournoyer, Mike Krushelynski and Charlie Simmer will take part in a hot-stove emceed by TSN's 1040's Dave Tomlinson. The tournament will continue with Draft Night. At Draft Night, the top ten fundraising teams will find out what their draft position is and select their NHL Alumni and the remaining teams will draw their NHL Alumni at random. Over the Saturday and Sunday, teams play a minimum of three divisional games each.

NHL Alumni Association Executive Director and Tournament Participant Mark Napier says, "We are all extremely excited to be lacing up our skates and hitting the ice in order to raise funds and awareness for such an important cause. Alongside the Tournament's participants and volunteers, we can all help put Alzheimer's on ice!"

Donations of over \$100 are eligible for a day-pass to the Tournament, which will take place on November 14 and 15 at Planet Ice Delta. Learn about how you can support a *Scotiabank Hockey for Alzheimer's* team at www.hockeyforalzheimers.ca.

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Share on Twitter: Team with NHL alumni and sponsor a #hockeyforalzheimers team and help put Alzheimer's on Ice! <http://ow.ly/C5Gsq>

Interview Opportunities

- Maria Howard, CEO, Alzheimer Society of B.C.
- Bob Hastings, Committee Chair, Scotiabank Hockey for Alzheimer's
- NHL Alumni Opportunities Available, including: Marty McSorley, Greg Adams, Darcy Rota and Garry Monaha

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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. 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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