



FOR IMMEDIATE RELEASE

January 23, 2015

Register for the *Investors Group Walk for Memories* and Bring Awareness to the Dementia Journey

Vancouver, B.C. — On Sunday, January 25, British Columbians in 24 communities across the province will walk to honour those touched by dementia as they raise funds for research and support for the over 70,000 British Columbians who face dementia. The Alzheimer Society of B.C. invites all British Columbians to get walking by registering today at www.walkformemories.com.

“Every year, 15,000 British Columbians are diagnosed with dementia,” says Maria Howard, CEO, Alzheimer Society of B.C. “The *Investors Group Walk for Memories* gives these people and their loved ones the opportunity to raise awareness and funding for a cure, and to meet others who understand the dementia journey.”

“We value the work being done by the Investors Group and Alzheimer Society of B.C. to raise awareness and support research for Alzheimer’s disease and dementia,” says Health Minister Terry Lake. “The *Investors Group Walk for Memories* is a perfect time for British Columbians to show their support for those living with Alzheimer’s and learn more about the resources and support available for patients, their families and caregivers.”

While participants are encouraged to walk in honour of someone dear to them, each of the community *Walks* is dedicated to an Honoree – someone who has been impacted by Alzheimer’s disease or another dementia. The honoree in Vancouver is Barry Ritter. Despite the personal challenges he and his wife Myrna Shefrin have faced since he began experiencing Alzheimer’s symptoms a few years ago, Barry and Myrna have become valued and inspiring members of the Alzheimer’s Society of B.C. volunteer advocacy team.

Myrna says, “Always a people person, Barry derives great pleasure from being with others, whether it be a walk with a friend, volunteering with the Society or sharing his story with others so that they can see the person behind the disease and better understand Alzheimer’s.”

Register and take part in one of the 24 *Walks* taking place around British Columbia. For more information, visit www.walkformemories.com. Who will you walk for?

-30-

Share on Social Media:

Jan 25 is the #WalkForMemories! Support 70,000 British Columbians living with dementia and get walking! <http://ow.ly/BzdVy>

Interviews

- Maria Howard, CEO, Alzheimer Society of B.C.
- Interviews with representatives in *Walk* communities can be arranged.

Media Contact

Freya Tomren

Coordinator, Marketing & Business Development Communications
Alzheimer Society of B.C.

Phone: 604-742-4919 | Cell: 778-882-9895

E-mail: ftomren@alzheimerbc.org

Website: www.alzheimerbc.org

Twitter: www.twitter.com/AlzheimerBCnews

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.



ALZHEIMER SOCIETY OF B.C.

300 - 828 West 8th Avenue, Vancouver, BC V5Z 1E2

PHONE: 604-681-6530 FAX: 604-669-6907 TOLL FREE: 1-800-667-3742

WEBSITE: www.alzheimerbc.org E-MAIL: info@alzheimerbc.org

CHARITABLE REGISTRATION BN #11878 4891 RR0001