# Media release

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**For Immediate Release**

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## Alzheimer Coffee Break Another Great A Success

Hosts across Grey-Bruce raised almost $45,000 in the 2011 Alzheimer Coffee Break last fall.

Approximately 250 hosts held Coffee Breaks as awareness and fundraising events to support the Alzheimer Society Grey-Bruce.

2011 was the chapter's 25th anniversary.

"Coffee Break is one of our most important annual awareness and fundraising events," said Executive Director Deborah Barker. "We are very grateful for the wonderful support we receive from the local community."

A Coffee Break can be as simple or as elaborate as the host chooses. A Coffee Break can be easy to organize and yet very effective in raising awareness and the financial resources we need to continue serving clients across Grey-Bruce.

Funds raised are used to provide information, education, support and counselling services for individual sand families in the Grey-Bruce community.

**- 30 -**