

Alzheimer Society

For immediate release

**Alzheimer Society says "put on the coffee"
Coffee Break® helps brew funds for Alzheimer support
Target set at \$1.5 million dollars**

August 16, 2012, Toronto, ON – This September, if someone you care about is living with Alzheimer's disease or other dementia, show your support by taking part in a Coffee Break event in your community.

Coffee Break is the largest annual fundraising campaign of the Alzheimer Society that raises money locally for hands-on programs and services offered by Alzheimer Societies in over 150 communities across Canada.

Anyone can take part in this do-it-yourself fundraiser by making a donation in exchange for a cup of coffee. It can be as simple as hosting a coffee party at home, in the office or a public venue, or as elaborate as organizing a coffee-thon using social media. This year's target goal is \$1.5 million dollars.

"Increased funding for services is essential to meet the needs of the growing numbers of Canadians with dementia," says Naguib Gouda, CEO, Alzheimer Society of Canada. "Having access to services like counselling, day programs and respite care can make all the difference in the way families live with this devastating disease."

Dementia is a significant health issue in Canada; the World Health Organization called it a "ticking time bomb" in its recent report, *Dementia: A Public Health Priority*. Dementia affects over 500,000 Canadians today and will rise to 1.1 million by 2038. Although the causes are unknown, older Canadians are at an increased risk. After 65, the risk for dementia doubles every five years, and according to the 2011 Canada Census, 22.8 per cent of the Canadian population will be 65 and older by 2031.

Dementia's steadily increasing numbers will also have a tremendous impact on caregivers who already spend 231 million hours per year caring for someone with dementia. That number is expected to jump to 756 million hours per year by 2038. Family caregivers also experience higher levels of stress and other health-related conditions.

"Support groups for caregivers will be in even greater demand," adds Gouda. "They're a safe place for caregivers to talk, share and form friendships, giving them the confidence and strength to continue caring for family members at home for longer. But to keep these groups active, we need more funding. We're encouraging Canadians to get behind our Coffee Break appeal."

Coffee Break kicks off September 20, but participants can host events throughout the month and up until the end of October. They can also purchase coffee cup cut-outs from this year's sponsors: Kent Building Supplies and Bulk Barn. Local Bulk Barns and its head office will also match any cut-out purchased on September 21. To register and start planning your Coffee Break event, visit www.alzheimercoffeebreak.ca

About Alzheimer's disease

Alzheimer's disease is the most common form of dementia. It is a fatal brain disorder that progressively impacts memory, speech and behaviour. Eventually those affected will become dependent on others for every aspect of their care. The disease can start to develop 10 to 20 years before symptoms appear. While age remains the biggest risk factor, it can also occur in people in their 40s and 50s.

About Coffee Break®

Now in its 16th year, Coffee Break is the Alzheimer Society's largest community-based fundraiser that has raised over \$14 million for local Alzheimer Society programs and services. This year's event is generously supported by Bulk Barn, Mother Parkers Tea and Coffee Inc. and Kent Building Supplies.

About the Alzheimer Society

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in more than 150 communities across Canada, the Society offers **Help for Today** through our programs and services for people living with dementia and **Hope for Tomorrow...**® by funding research to find the cause and the cure.

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