

For Immediate Release

12th annual Walk for Alzheimer's - Sunday, May 31st "Make Memories Matter"

Fredericton, NB, May 4, 2015 – On Sunday, May 31st, New Brunswickers in 12 communities will be coming together to celebrate the 12th annual Alzheimer Society of New Brunswick's "Walk for Alzheimer's." The Walk for Alzheimer's is the Alzheimer Society's signature grassroots event that brings much needed funds and public awareness to Alzheimer's disease and related dementias. Funds raised at the event enable the Alzheimer Society to continue providing their bilingual education programs and support services across the province.

"Ray was just 55 when he was diagnosed with Alzheimer's. It turned our world upside down. We're so grateful for our local Alzheimer Society and their guidance and support. It's why we walk and encourage everyone to do the same. More and more families are being touched by this disease every day," says Anne.

"It is no secret that the prevalence and incidence of dementia is on the rise in our province," says Chandra MacBean, Executive Director of the Alzheimer Society of New Brunswick. "This year alone, it is estimated that there were over 2900 new cases of dementia in our province and a total of over 14000 already living with the social, emotional and financial impacts of this disease."

The proceeds from the Walk for Alzheimer's helps the Alzheimer Society of New Brunswick and its five Resource Centers to further extend their support into the surrounding rural communities across the province. "Our primary focus is on expanding our reach into more communities to help families access support early to help families avoid crisis down the road," says MacBean.

The Alzheimer Society of New Brunswick primarily relies on our events to support the growing need for our programs. "It is not too late to start fundraising," says MacBean. "If you are interested in making a difference, you can register yourself, a family team, a team from work, or even host a bake sale or donate the proceeds from dress down day at work."

This family-friendly event brings together people from all generations to bring much needed awareness and funds for community-based programs. This year's grand prize for the top fundraiser is a trip for two anywhere WestJet flies.

Locations: Bas Caraquet, Bath, Campbellton-Dalhousie, Edmundston, Fredericton, Grand Manan, Moncton, Rexton, Rothesay, Sackville, Saint John and Woodstock

About Alzheimer's disease

Today, over 14000 New Brunswickers are living with Alzheimer's disease and dementia, with this number expected to double in less than 20 years. Although New Brunswick's aging demographic will continue to fuel these numbers, the Alzheimer Society is here to offer information, education and support through the progression of the disease.

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 communities right across Canada, the Society offers *help for today* through our programs and services, and *hope for tomorrow* by funding research into the cause, prevention and a cure.

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