

Soci t  Alzheimer Society

NEW BRUNSWICK /
NOUVEAU-BRUNSWICK

FOR IMMEDIATE RELEASE

November 16, 2015

The Alzheimer Society of New Brunswick’s GivingTuesday Campaign “Don’t Leave Dementia out in the Cold”

There are approximately 16,000 New Brunswickers living with Alzheimer’s disease or other dementias. They, and their caregivers, need support, referrals and access to programs at every stage of the disease in their local communities. Healthcare professionals and support workers in the industry also rely on the Alzheimer Society for much needed support and education. The Alzheimer Society of New Brunswick is committed to meeting the needs of all these individuals. To offer support to families as they live with dementia, we rely on the generosity of individuals, families, organizations and companies in the community.

GivingTuesday is a national giving day. Most people know about Black Friday and Cyber Monday, now GivingTuesday is coming to Canada on December 1, 2015. It is a new Canadian movement for giving and volunteering, taking place each year after Cyber Monday. The “Opening day of the giving season,” it is a day where charities, companies and individuals join together to share commitments, rally for favourite causes and think about others.

Tuesday, December 1st

6PM – 9PM

Alzheimer Society of New Brunswick Resource Centres

Edmundston – Fredericton – Moncton – Saint John

“It is easy to enter yourself or a team in the Giving Tuesday Door-to-Door campaign. Register yourself or your team, either through your workplace or with your friends and family, and join the many others participating this year. Contact the Alzheimer Society of New Brunswick and let them know that you or your company is dedicated to raising awareness and funds for education, support and research! Simply join us at any of our Resource Centres at 6PM on Giving Tuesday for the kick-off! We will give you everything you need to begin your canvassing and we will all meet back at the Resource Centre at 9PM with the funds you have collected. Coffee, tea and hot chocolate will be ready to help warm you up!” says Jamie Matthews, Fundraising & Communications Coordinator, Alzheimer Society of New Brunswick.

About the Alzheimer Society of New Brunswick:

The Alzheimer Society of New Brunswick has Resource Centres around the province, and runs numerous monthly Caregiver Support Networks for people with Alzheimer's disease or a related dementia and their families. The Alzheimer Society of New Brunswick provides support and information through a toll free bilingual 1-800 line, and provides comprehensive information kits to help families navigate their way through a diagnosis or suspicion of Alzheimer's disease. The Society provides in-office and telephone support, and organizes various fund development activities to help fund the national Alzheimer Society Research Program.

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