

Société Alzheimer Society

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September is World Alzheimer Awareness Month

The Alzheimer Society of New Brunswick is pleased to support World Alzheimer Awareness Month in communities across the province during the month of September. With 16,900 New Brunswick families living with Alzheimer's disease or a related dementia, and with an additional 2,947 others in the next year who have yet to be diagnosed, the need for bringing much need awareness to this disease has never been so urgent. The Alzheimer Society of New Brunswick will be planning a number of activities and initiatives during September in hopes of engaging with those in the community, raising the much needed funds to sustain and build education programs and support services, raising the profile of the organization, and generating more awareness of this disease within the province.

The month of September marks the 21st annual Coffee Break campaign in support of the Alzheimer Society of New Brunswick. Fellow New Brunswick businesses, organizations and individuals will be hosting events in the community and in their workplace in an effort to raise much needed funds and heightening awareness which reduces stigma surrounding Alzheimer's disease and dementia.

"Hosting a Coffee Break is fun and easy to do and you can be as creative as you like!" says Jamie Matthews, Fundraising and Communications Coordinator for the Alzheimer Society of New Brunswick. "Everyone is welcome to visit our website at www.alzheimer.ca/nb under News & Events to learn more about Coffee Break and to register theirs. Our goal this year is to have 180 partners in the community hosting a Coffee Break this Fall and we're almost at our goal," says Matthews.

In addition to September being World Alzheimer Awareness Month, September 21st is also World Alzheimer Day. On World Alzheimer Day, the five Resource Centres of the Alzheimer Society of New Brunswick will be hosting a Grand Re-opening event in each of those locations. Everyone in the community is invited to join our staff as we celebrate another exciting year and to see firsthand the impact the Resources Centres have in their respective communities. To showcase the leaders in the community who support the Alzheimer Society of New Brunswick, 16 volunteers will also be acknowledged for their efforts in making a lasting impact on the lives of those who are on their journey with Alzheimer's disease and dementia.

"We welcome everyone in the greater Edmundston, Fredericton, Moncton, Saint John and Tracadie communities to join us on September 21st, from 4PM-6PM, at our Resource Centres as we celebrate the work that the Alzheimer Society does in the community and to acknowledge the passion and dedication

of our volunteers who make it all happen. These dedicated volunteers help to shine a light on how much dementia impacts so many New Brunswick families,” says Matthews.

About the Alzheimer Society of New Brunswick:

The Alzheimer Society of New Brunswick has five Resource Centres within the province, and runs numerous education programs and support services 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 Alzheimer Society provides in-office and telephone support, and organizes various fund development activities to help to further its mission and to contribute to the national Alzheimer Society Research Program.

Our Vision:

We see communities where no one suffers from dementia – we have taken a stand against the disease, defied its predicted path, and *defeated its dark shadow*.

Alzheimer Society Media Contacts:

Jamie Matthews
Fundraising & Communications Coordinator
Alzheimer Society of New Brunswick
(506)459-4280 / 1-800-664-8411
media@alzheimernb.ca

Chandra MacBean
Executive Director
Alzheimer Society of New Brunswick
(506)459-4280 / 1-800-664-8411
cmacbean@alzheimernb.ca