

**Media Release**

**For Immediate Release**  
**Tuesday, January 5**

**This Alzheimer's Awareness Month, #BecomeAFriend and  
Make Memories Matter**

**Regina, SK** – January is Alzheimer's Awareness Month, and the Alzheimer Society of Saskatchewan is inviting all Saskatchewanians, of all ages to #BecomeAFriend and #MakeMemoriesMatter. A Dementia Friend is someone who decides to learn more about dementia and how to support people living with the disease.

"Dementia isn't a normal part of aging, nor is it just an older persons disease," says Society CEO Joanne Bracken. "People living with dementia can still remain active and engaged, and by becoming a Dementia Friend, you are creating awareness and bringing positive change."

Becoming a Dementia Friend is easy – simply visit [dementiafriends.ca](http://dementiafriends.ca), watch a short video, featuring Eric Peterson from Corner Gas, and commit to an action. With over 19,000 people in Saskatchewan living with dementia and the numbers growing, it's becoming even more important to come together to support our neighbors, and build communities that are more accessible and inclusive.

Part of being a Dementia Friend is committing to an action. You can #MakeMemoriesMatter by fundraising and participating in the Walk for Alzheimer's being held in Regina, Saskatoon, North Battleford and Prince Albert later in January.

Stay tuned to [alzheimer.ca/sk](http://alzheimer.ca/sk) and the Society's social media as they continue to raise awareness about how you can get involved.

The Alzheimer Society of Saskatchewan is the province's leading dementia care and research charity. We provide support and education to people with dementia as well as their family and caregivers through peer group, telephone and individual support. We fund Saskatchewan-based and Canada-wide research focused on discovering a cause, a cure and improving the quality of life for those currently living with Alzheimer's disease or a related dementia.

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