



Get Walking!

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www.walkformemories.com / 1.800.667.3742

News Release

Kick start the New Year and get walking!

Vancouver, B.C. - One in three Canadians knows someone with Alzheimer's disease—who do you know who's been affected? Show them your support and register today for *Investors Group Walk for Memories* in support of the Alzheimer Society of B.C.

The *Walk* takes place in 20 communities around B.C. on Sunday, Jan. 30 as part of National Alzheimer Awareness Month and raises funds for people in our community who are living with Alzheimer's disease or a related dementia. Here in Vancouver, the *Walk* will take place at the Stanley Park Pavilion, next to the Malkin Bowl.

This *Walk* honours Bob and Betty Kellogg. "Our lives have changed but with the help of the Alzheimer Society of B.C. we have adjusted and found that we are able to continue to be active and enjoy the outdoor activities that have meant so much to us," says Bob. "The *Walk* is a great opportunity to help families like ours, and to spread the word about Alzheimer's disease."

Currently more than 70,000 British Columbians are living with dementia and with our aging baby boomers a rising tide of dementia is projected with alarming economic and social costs if nothing is done. Survey findings released this month by the Alzheimer Society show that Canadians are not yet prepared for the rising tide and more needs to be done to raise awareness about the warning signs, provide education and support, and research to find the causes and cure for dementia. The time to act is now.

For information, to register, or donate visit www.walkformemories.com or call 604.681.6530.

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