



Get Walking!

Sunday, January 30, 2011

www.walkformemories.com / 1.800.667.3742

News Release

**For immediate release
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Vancouver gets walking for Alzheimer's

Vancouver residents contributed to raising more than \$630,000 province-wide for B.C. families living with dementia as part of the *Investors Group Walk for Memories* on Jan. 30. Pledges are still being collected, but this amount already exceeds last year's record breaking totals of participants and funds raised.

Walks were held in 20 communities around the province with participants showing their support in the fight against Alzheimer's disease as part of National Alzheimer Awareness Month. The funds raised support the work of the Alzheimer Society of B.C., helping those impacted by the disease have the confidence and skills to maintain quality of life, and supporting research into the causes, more effective treatments and a cure.

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 more information about the *Investors Group Walk for Memories* or to make a pledge, go to www.walkformemories.com.

To learn more about the disease or support available through the Alzheimer Society, visit www.alzheimerbc.org or contact the Alzheimer Resource Centre at 604.742.4927.

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