

Alzheimer Society

BRITISH COLUMBIA

FOR IMMEDIATE RELEASE
Aug. 8, 2011



Photo Caption: Local secondary student Paul Ding (centre) organized the Pedal For Memories, a bike-a-thon fundraiser which raised over \$6,000 for the Alzheimer Society of B.C. Also seen in photo: Alzheimer Society of B.C. staff members Vivianne de Pass, Special Events Officer (left) and David Walker, Director, Resource Development (right). (A high-resolution file is available for print upon request.)

Bike-a-thon raises over \$6,000

Burnaby, B.C. – Not only did the weather hold out for Paul Ding's recent *Pedal for Memories* charity event, the event also surpassed its \$5,000.00 goal. The event was held on Sat. Jul. 2 at Central Park in Burnaby, had over 100 attendees and raised \$6,065.50.

"I was happy to see so many people, especially my peers, wanting to support this great cause. It shows that teenagers are passionate about aiding a great cause; they only need something to inspire them to take action," said Paul. "It was a long and difficult journey, but it has been immensely rewarding for me. I learned a lot, and the knowledge that I have helped out people who are affected by Alzheimer's disease is very satisfying."

Paul created *Pedal for Memories*, a bike-a-thon, to raise both awareness and donations for the Alzheimer Society of B.C. It was Paul's love for his grandfather, who had his own personal journey through Alzheimer's disease, that spurred the teenager's incentive to include the Society in this venture.

Newly appointed MP Alice Wong, Minister of Seniors was in attendance and gave a speech and presented Paul with a letter of recognition, as the first event in her new position. Paul also received a certificate of recognition from Premier Christy Clark and one from MLA Richard Lee.

In her letter of recognition to Paul Ding, MP Alice Wong said, "Although major advances have been made, the fight against this disease will be a long, drawn-out road. We need everyone's help to raise awareness and to find a cure".

To find out more about hosting independent fundraising events, visit www.alzheimerbc.org/Get-Involved/Host-Your-Own-Event.aspx.

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