



FOR IMMEDIATE RELEASE

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Community support for families on the dementia journey

Province-wide – One in three Canadians knows someone with Alzheimer's disease. A province-wide campaign kicks off today to encourage British Columbians to get up and get walking in the *Investors Group Walk for Memories*. Thousands of British Columbians in 22 communities will be walking to support the Alzheimer Society of B.C. on Sunday, Jan. 29, 2012. Registration begins today online at www.walkformemories.com or by picking up a pledge form at one of the Society's local Resource Centres.

Each year, the *Walk* demonstrates community support for families impacted by dementia. In addition to honouring a local resident at the *Walk*, the grassroots event is organized in each community with local volunteers, donors, and participants, making it a community-building experience. This year, two new B.C. communities, Langley and Fort Nelson, are starting a *Walk* to support the cause.

"Last year the event raised \$650,000. We want to beat that target this year," said Jean Blake, CEO, Alzheimer Society of B.C. "B.C.'s beloved meteorologist, Mark Madryga has signed on again to be our honorary provincial chair and we know this is a cause many local donors and supporters can get behind."

Funds raised from the event will go to support more than 70,000 families in B.C. already impacted by Alzheimer's disease and related dementias and to help find a cure for this heartbreaking illness.

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The Alzheimer Society of B.C. is grateful for the support of its title sponsor, Investors Group and provincial sponsors: The Vancouver Sun, Global TV, Summerland Health Auxiliary, Chartwell, Canada Safeway, Cowell Auto Group, Salmons Rentals, and Thrifty Foods.

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