

For immediate release
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Meet Someone with Alzheimer's Disease

Province-wide – Ever wonder what it's like to receive a diagnosis of Alzheimer's disease? The Alzheimer Society of B.C. has produced two online videos that give a glimpse into the experience for two B.C. residents and demonstrate the benefits of early diagnosis.

In the videos hosted on the Society's [YouTube channel](#), viewers will meet Mario Gregorio, a Vancouver resident who pressed his doctor for a diagnosis when he started experiencing changes to his memory at work and in his daily routine. Viewers will also meet Jim Mann from Surrey, who was just 58 years old when he visited his doctor about changes to his memory. A mini-mental test revealed that Jim was experiencing the early warning signs of dementia.

"There is still a low rate of awareness in B.C. that prevents many people from seeing their doctor in the early stages of Alzheimer's disease and other dementias," says Jean Blake, CEO of the Alzheimer Society of B.C. "Jim and Mario are in the minority of people who received a diagnosis very early, meaning they had access to early treatment and support."

The videos were produced as part of January's Alzheimer Awareness Month campaign designed to raise awareness about the benefits of early diagnosis. A survey conducted by the Society revealed earlier this month that almost half (44 per cent) of Canadians living with dementia waited a year or more after experiencing symptoms to see their doctor, creating a treatment gap.

British Columbians are encouraged to view and share the "Meet Mario" and "Meet Jim" videos, and to speak to their doctor if they're concerned about themselves or a loved one. More information about the warning signs can be found at www.LetsFacItBC.ca.

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About the Alzheimer Society of B.C.:

The Alzheimer Society of B.C. provides a province-wide network of support, education, and information resources for families impacted by dementia. The Society is a non-profit organization that also advocates for better dementia health care and raises money to fund research and ensure there is Help for Today. *Hope for Tomorrow...*®

Find us on YouTube: <http://www.youtube.com/user/AlzheimerBC>

Media contact:

Ruby Ng, Director of Marketing & Communications
Alzheimer Society of B.C.
T: 604.742.4919 | C: 604.828.9516
E: rng@alzheimerbc.org
W: www.alzheimerbc.org