

FOR IMMEDIATE RELEASE
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**Canaccord Genuity named as presenting sponsor of the 17th Annual
*Forget Me Not Golf Tournament***

Canaccord Genuity has been announced as the official presenting sponsor of the Alzheimer Society of B.C.'s 17th annual *Forget Me Not Golf Tournament*. A generous commitment of \$50,000 for three years will be made by the company. The tournament is known for its high caliber of golf, networking opportunities and donated prizes. The tournament dedicates 50% of the funds raised to research and the other 50% to supporting families currently impacted by dementia, with the research funds contributing towards the more than \$2.5 million spent annually on research through the Alzheimer Society's National Research Program.

"Their significant commitment will go directly to where it's needed the most, as more than 90 cents of every dollar raised from this event goes directly to fund Alzheimer's disease research and supports the individuals and their families battling this disease," says Don Towers, current chair of the *Forget Me Not Tournament* committee and a partner at Connor, Clark & Lunn Investment Management.

Canaccord Genuity has been dedicated to improving the lives of people affected by Alzheimer's disease and related dementias since first becoming a supporting sponsor of the *Forget Me Not Golf Tournament* in 2005. The 2011 tournament will be the debut of Canaccord Genuity as the presenting sponsor of the tournament.

"We are very pleased to be the title sponsor of the *Forget Me Not Golf Tournament*," said Paul Reynolds, President and CEO of Canaccord Financial Inc. "Proceeds from the tournament provide an important contribution to helping fund research about Alzheimer's disease and supporting those currently impacted by it."

The 17th annual *Forget Me Not Golf Tournament* will take place on May 26, 2011. In 2010, the event raised an amazing \$510,000. Since its inception in 1994, the tournament has raised over \$6 million for research and family support.

To join the Alzheimer Society of B.C. in making a difference in the lives of British Columbians impacted by Alzheimer's disease or a related dementia and to become involved in the *Forget Me Not Golf Tournament* through sponsorship, volunteering or participating as a 'forget me not friend', please visit www.fmngolf.com.

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