
NEWS RELEASE

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Ministry of Health
Alzheimer Society of B.C.

Lace up and Walk for Memories

VICTORIA – Help support families living with Alzheimer’s disease and other forms of dementia, by joining thousands of British Columbians for one of the Investors Group Walk for Memories taking place on Sunday, Jan. 26, 2014.

Health Minister Terry Lake and MLA for Kamloops-South Thompson Todd Stone will be taking part in the Kamloops walk and Parliamentary Secretary for Seniors Linda Larson will lace up in Vancouver.

“Government is committed to ensuring that those with Alzheimer’s and dementia have access to early diagnosis, treatment and support,” said Lake. “We value the work that the Alzheimer Society of B.C. is doing to improve the lives of diagnosed individuals and I look forward to joining British Columbians of all ages this weekend to show support and raise awareness.”

Alzheimer’s disease is a progressive and degenerative neurological disease and is the most common form of dementia. At this time, the cause of Alzheimer’s disease is unknown and there is no cure.

“We know the impact that Alzheimer’s disease can have on diagnosed individuals and their families,” said Larson. “The Investors Group Walk for Memories is an opportunity to bring families together to raise awareness and show support to those currently facing this heart-breaking disease.”

Fundraising through the Investors Group Walk for Memories helps people in British Columbia who are living with Alzheimer’s disease or other dementias connect to a provincewide network of information, services and support.

“Much of what we now know about Alzheimer disease has been learned within the last 15 years,” said Maria Howard, CEO of the Alzheimer Society of B.C. “The Investors Group Walk for Memories literally brings us a step closer in the search for the cause of and the cure for dementia.”

The Investors Group Walk for Memories is an annual provincewide fundraising event for the Alzheimer Society of B.C.

This year, the event will take place in 23 communities throughout British Columbia: Aldergrove, Barriere, Campbell River, Chetwynd, Chilliwack, Dawson Creek, Duncan, Fort Nelson, Fort St. John, Kamloops, Kelowna, Nanaimo, Nelson, Penticton, Port Alberni, Port Coquitlam, Prince George, Richmond, Smithers, Surrey, Vancouver, Vernon and Victoria.

“We are proud of our partnership with the Alzheimer Society of B.C.,” said Murray Taylor, CEO of the Investors Group. “An event like this is just one way we can help to improve the lives of those living with Alzheimer’s and dementia.”

There are currently up to 70,000 British Columbians living with Alzheimer’s disease or related dementia. Government’s Provincial Dementia Action Plan and dementia guidelines outline collaborative actions that can be taken by health-care professionals and caregivers to support diagnosed individuals through person-centred care.

“Supporting Alzheimer Awareness Month and the Walk for Memories is very important to me,” said Stone. “I encourage all British Columbians who have had Alzheimer’s or dementia touch them in their lives to join the conversation and help raise awareness.”

Learn More:

To find out about the Investors Group Walk for Memories in your community, please visit: www.walkformemories.com/

For more information about Alzheimer’s disease and dementia, please visit the Alzheimer Society of B.C.’s website at: www.alzheimerbc.org

To read the provincial Dementia Action Plan, please visit: www.health.gov.bc.ca/library/publications/year/2012/dementia-action-plan.pdf

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