



**WALK FOR
ALZHEIMER'S**
MAKE MEMORIES
MATTER

Alzheimer Society
LONDON AND MIDDLESEX™

Walk for Alzheimer's Key Messages

A New Name, A New Look:

The Walk's new name gives us the ability to say out loud the name of the disease we are fighting - to bring awareness to its increasing prevalence and to lessen its stigma.

Although there are many different types of dementia (dementia is an umbrella term that describes extreme cognitive loss) Alzheimer's disease is the most common form of dementia (approx. 65% of all dementias).

The Walk For Alzheimer's is, for the first time, a nationally organized event. The new name is designed to unify us under one movement for one cause. Walk For Alzheimer's is designed to get Canadians connected with each other to support a critical cause.

General Walk Messages

When you walk, you "Make Memories Matter". You honour those who have passed and you acknowledge the work that must be done to ensure help and hope for those living with the disease today.

Alzheimer's disease and other dementias are rising at an alarming rate. In less than 20 years, 1.4 million Canadians will be affected and thousands more will be involved as caregivers.

Yet, we still don't have a cure and don't understand the causes.

The costs of dementia are also increasing sharply - on our economy, health-care system, communities, and most of all, on our friends, families and neighbours.

Funds you raise will support programs and services delivered at no cost to the clients of the Alzheimer Society London and Middlesex.

Those clients are people whose lives are affected by dementia; i.e. people diagnosed with the disease, their caregivers and family members. The Alzheimer Society has specific programs and services designed for each group.

Funds you raise will continue to support Alzheimer Society programs and services in your community that are so critical for helping people affected by dementia maintain a good quality of life.



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Register now to participate in our brand new Walk at www.walkforalzheimers.ca. Join fellow Canadians who want to spread awareness and make a difference.

Walk for Memories is not only a fun way to connect with your community to raise awareness and funds for Alzheimer's disease and other dementias, it's also a great way to stay healthy and do something good for your brain.

Incorporating Alzheimer Awareness 2015 messages

With "The 72%" campaign, this year's Alzheimer Society's awareness campaign targets women.

Women are doubly impacted by the disease. Not only do women represent 72 per cent of all Canadians living with Alzheimer's disease, but they also make up 70 per cent of family caregivers.

Women live longer than men and age is a huge risk factor.

Wives, moms, grandmothers, sisters and friends, they need to pay more attention to Alzheimer's warning signs - not only for themselves but for those they love.

This year, give back to the women in your life, and know that when you put on your walking shoes you're supporting critical programs and services in your community.