

## **FINAL – National launch media release for MP Remembers Campaign**

### **MOTHER PARKERS TEA & COFFEE CELEBRATES 100 YEARS BY RAISING \$1,000,000 FOR ALZHEIMER'S RESEARCH**

**Owners put 1924 private rail car with a Royal heritage back on the tracks to commemorate anniversary and help raise funds for a cure**

**MISSISSAUGA, ON, June 14, 2012** - One of Canada's most successful family-owned companies is putting one of Canada's last private rail cars on the tracks to help raise \$1 million dollars for research into finding a cure for Alzheimer's disease.

Mother Parkers Tea & Coffee Inc. has launched the *Mother Parkers Remembers Campaign* to commemorate the company's 100<sup>th</sup> anniversary. As part of the campaign, the company's owners have put their family's historic 1924 rail car back into service to help raise awareness of the need for more research into finding a cure. Today, more than 500,000 Canadians are living with Alzheimer's disease and other dementias and hundreds of thousands of family members who care for them are also impacted by the devastating illness.

"Very few family-owned companies in Canada last for 100 years," noted Paul Higgins Jr., Co-Chief Executive Officer. "Much of the success of Mother Parkers Tea & Coffee can be attributed to our father, Paul Higgins Sr., who led the business through its greatest period of growth. Using our centennial anniversary to raise awareness of Alzheimer's disease that afflicted him in his later years is a fitting tribute to our father's courage and the success of the company that he was so passionate about."

Mother Parkers traces its humble beginnings to 1912 as Higgins & Burke Ltd., a wholesale grocery distributor located on Front St. in Toronto. In 1972, Paul Higgins Sr. purchased the Pacific, one of the last private rail cars in Canada built by Canadian National Railway in 1924. The Pacific is a spectacular piece of our Canadian heritage. It was used by King George VI and the Queen Mother during the 1939 Royal Tour of Canada and again in 1951 when Queen Elizabeth (then a Princess) graced our country for the first time. Prime Minister John Diefenbaker toured in with the Pacific during his successful 1957 election campaign. Over the years, the rail car was used by Mother Parkers for business travel and hosting customers. Although it has been restored and upgraded, the Pacific retains the original layout and design and many of the original fixtures.

"The Pacific rail car is a part of Canadian history and the history of our family business," added Michael Higgins, Co-Chief Executive Officer. "We are very proud of our company's achievements and of the many Mother Parkers employees, customers and suppliers who have helped us reach 100 years in business. Now it is our turn to give back. We hope that our fundraising for the Alzheimer Society will have a lasting benefit for the next generation of Canadians."

As part of the *Mother Parkers Remembers Campaign*, trips and catered meals on the Pacific rail car will be offered to individuals and groups that make a significant donation to the Alzheimer Society between June and October, 2012. Contributions will directly benefit the Society's national research program.

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“An additional \$1 million in research funding from the Mother Parkers Remembers Campaign will help the Alzheimer Society directly fund up to eight research projects that are breaking new ground in the causes, treatment and prevention of dementia. This funding will help fast track a cure and give greater hope to Canadians living with this disease” said Naguib Gouda, Chief Executive Officer, Alzheimer Society of Canada.

More information about Alzheimer’s research, the Mother Parkers Remembers fundraising campaign, and the Pacific’s planned itinerary to cities in Ontario and Quebec can be found at [www.motherparkersremembers.com](http://www.motherparkersremembers.com)

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### ***About Mother Parkers:***

*Mother Parkers Tea & Coffee is a family-owned Canadian company and one of the largest private label coffee and tea manufacturers in North America. The Company also manufactures and markets its own brands under the Higgins & Burke, Mother Parkers, Brown Gold, and Martinson labels and has recently entered the single-serve market with their RealCup brand of hot beverage capsules. Established in 1912, Mother Parkers combines technology and new product innovation with years of experience to deliver a better beverage experience in mainstream and specialty coffee, tea and complimentary beverages.*  
**[www.mother-parkers.com](http://www.mother-parkers.com)**

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**Alzheimer Society of Canada awards \$3.4 million in research  
Alzheimer Society Research Program helps Canadian scientists find a cure**

**Toronto, ON, July 8, 2012** - Zebrafish are not just tropical fish. They're hope for Alzheimer's disease. With a similar genetic makeup to humans, these common aquarium fish may provide clues to develop new treatments to slow, stop, or reverse Alzheimer's relentless course. That's what Patricia Leighton, a doctoral student in the Department of Biological Sciences at the University of Alberta, hopes to discover. She's using these fish to study the destructive work of amyloid beta, a protein that piles up inside brain cells and eventually kills them.

Leighton is one of 36 Canadian researchers who have received funding through the 2012 Alzheimer Society Research Program (ASRP), an annual peer-reviewed competition of the Alzheimer Society of Canada. A collaboration of Alzheimer Societies across Canada and their generous donors, the ASRP supports young and established investigators who are leading promising biomedical and quality-of-life research to find the causes and a cure for Alzheimer's disease and other dementias and improve current treatments. This year's awards provides \$3.4 million in funding, bringing the ASRP's total research investment to nearly \$40 million since launching in 1989.

For her work, Leighton received a Biomedical Doctoral Award through the ASRP. Other research recipients are exploring the link between obesity, diabetes and dementia, the benefits of cardiovascular exercise on cognitive reserve, assistive technologies to help those with dementia remain more independent, and the effects of combining ultrasound and MRI technologies to promote neuronal growth.

"Research is at the core of what we do at the Alzheimer Society and Canadian scientists are on the leading edge of unravelling this disease," says Naguib Gouda, CEO, Alzheimer Society of Canada. "With continued research investment, Canada could hold the key to ending or preventing dementia in the next decade."

The ASRP has supported hundreds of scientists who have made tremendous contributions to the growth of Alzheimer's knowledge worldwide. Recently, their work has been particularly influential in the areas of biomarkers, genetics and neuroimaging.

"This program is vital to the training of new researchers who are dedicated to finding the causes and treatments of Alzheimer's disease," says Dr. Serge Gauthier, a leading expert in dementia research at McGill University, Montreal, who is also a Board Member of the Alzheimer Society of Canada and Chair of its Research Policy Committee.

But as scientific advances accumulate, research funding for dementia has not kept pace with its escalating scope and impact. By 2038, dementia will affect 1.1 million Canadians and the hundreds of thousands more who will be caring for them. By the same time, the annual economic costs will balloon to \$153 billion. Dementia is not a normal part of aging, but age remains the biggest risk factor. After 65, the risk doubles every five years. To learn more about the 36 research projects and the Alzheimer Society Research Program, please visit [www.alzheimer.ca](http://www.alzheimer.ca)

**About Alzheimer's disease**

Dementia is a term that describes a general group of brain disorders. Symptoms include the loss of memory, impaired judgment, and changes in behaviour and personality. Dementia is progressive, degenerative and eventually terminal. Alzheimer's disease is the most common form of dementia accounting for almost two thirds of dementias in Canada today.

**About the Alzheimer Society**

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in more than 150 communities across Canada, the Society offers **Help for Today** through our programs and services for people living with dementia and **Hope for Tomorrow...**<sup>®</sup> by funding research to find the cause and the cure.

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**Dementia's rising numbers spell trouble for Canada's health-care system**

**Alzheimer Society of Canada releases new study "A new way of looking at the impact of dementia in Canada"**

**Toronto, ON, September 27, 2012** – According to a new study commissioned by the Alzheimer Society of Canada, the number of Canadians living with cognitive impairment, including dementia, now stands at 747,000 and is expected to increase to 1.4 million by 2031. These figures comprise not only Canadians diagnosed with dementias, including Alzheimer's disease, but also those with cognitive impairment, which frequently leads to the more degenerative forms.

"The numbers are getting worse and we need to act swiftly," says Naguib Gouda, CEO, Alzheimer Society of Canada. "We're now seeing dementia in almost 15 per cent of Canadians 65 and older, which gives us a clearer picture of the enormous impending challenges as Canadians continue to live longer."

The new study, "*A new way of looking at the impact of dementia in Canada*," also estimates the total direct (medical) and indirect (lost earnings) costs of dementia at \$33 billion annually today, and will skyrocket to \$293 billion annually by 2040.

Most revealing are the heightened pressures on family caregivers. In 2011, they spent a little over 444 million unpaid hours looking after someone with the disease. By 2040 they will be devoting a staggering 1.2 billion unpaid hours per year.

"The good news is that we're getting better at diagnosing dementia," says Gouda, "But what's concerning is that our current care systems are not resourced to meet the tremendous service needs throughout the lifespan of the disease. Too many caregivers are forced to quit their jobs or they develop their own health issues because of the strain."

Dementia is a progressive and degenerative disease that is fatal with no cure in sight. While age is the biggest risk factor, dementia can also occur in people in their 40s and 50s. Its progression varies from person to person and in some cases can last 10 to 20 years following diagnosis.

"With the baby boomer bulge well upon us, dementia is becoming so common that we can no longer afford to ignore it," warns Gouda. "We need to take this issue far more seriously and ensure we've got the right mechanisms in place to ease the pressures on an already stretched health-care system and lighten the load on families who are personally affected. Dementia requires nothing short of a national dementia plan. It's unacceptable and worrying that other countries like France, Australia, the United Kingdom and the United States have forged ahead and developed plans while Canada continues to drag its feet."

The Alzheimer Society first sounded the alarm of dementia's rising numbers with the release of its seminal report ***Rising Tide: The Impact of Dementia on Canadian Society*** in 2010. The report outlined a five-point action plan that includes:

- Increased funding for research into all aspects of dementia
- Earlier diagnosis and intervention
- Strengthened integration of primary, home and community care
- Enhanced skills and training of the dementia workforce
- Recognition of the needs and improved supports for caregivers

### **About the new data**

The new data is based on analysis conducted for the Mental Health Commission of Canada in an effort to obtain prevalence and economic projections for selected mental disorders. The prevalence data was derived from a health research study done in 2004 by the Manitoba Centre for Health Policy that determined the number of people treated by physicians for cognitive impairment, including dementia, in that province. These prevalence rates were applied to Canadian population data to derive national prevalence figures which were, in turn, applied to the *Rising Tide* direct cost drivers to project economic impact. This research informed the development of the Mental Health Strategy for Canada released in May 2012. The Alzheimer Society commissioned RiskAnalytica to expand on the data to estimate indirect cost projections and costs associated with caregiving.

### **About Rising Tide**

In 2010, the Alzheimer Society released its seminal report, *Rising Tide: The Impact of Dementia on Canadian Society*. The Society had commissioned RiskAnalytica, the same research firm engaged by the Mental Health Commission of Canada, to project the incidence, prevalence and economic costs of dementia over a 30-year period. *Rising Tide* relied on data from the Canadian Study of Health and Aging (1991), which interviewed and tested people, aged 65 and older, in their homes, for Alzheimer's disease and other forms of dementia. Risk Analytica was also commissioned by the Society to simulate the future impact of dementia.

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For more information about the new data or the Alzheimer Society, please visit [www.alzheimer.ca](http://www.alzheimer.ca)

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