



National Press Release

IG Wealth Management Walk for Alzheimer's will unite Canadians online this year

Toronto, ON, May 7, 2020 – This year the IG Wealth Management Walk for Alzheimer's is moving online, culminating in a live streaming national event on Sunday, May 31 that will connect Canadians and Alzheimer Societies from across the country. Participants can photograph or video themselves throughout May and upload it to social media by following step-by-step instructions at walkforalzheimers.ca.

Funds are urgently needed to eliminate dementia, a disease that isolates more than half a million Canadians and has a dramatic impact on their families and loved ones. Canadians are urged to take up the fight by fundraising and participating in the annual IG Wealth Management Walk for Alzheimer's.

"We're calling on all Canadians to show their support by walking online," says Stephen McCullough, CEO, Alzheimer Society of Canada. "Each year, 25,000 more Canadians hear, 'You have dementia.' It's critical that we all get behind this cause and raise as much as possible so the Alzheimer Society can continue to help those affected overcome the challenges of dementia and live to their fullest."

Fundraisers will unite under the rallying cry "The Time Is Right. Now. Join. Walk. Help."

By 2031, the number of Canadians with dementia will increase by nearly 70 percent and we have yet to find a cure. More funds are required to meet the growing demand for life-changing programs and services, including dementia education, day programs for people with dementia and respite for caregivers.

"In these unprecedented times, we are extremely proud to continue our support of the Alzheimer Society and their work to raise awareness and funds to find a cure for dementia," says Jeff Carney, President and CEO, IG Wealth Management. "Our employees and Consultants have a long history and real passion for supporting the communities where we live and work. Although we had to modify the Walk this year based on the impact of COVID-19 and physical distancing, we are still optimistic that the IG Wealth Management Walk for Alzheimer's will be a huge success."

The IG Wealth Management Walk for Alzheimer's is the Alzheimer Society's biggest, nationwide fundraising event of the year. In 2019, over 37,000 participants raised more than \$6.2 million to provide services to Canadians with dementia – where they live.



Research is the only way to beat dementia and some of the world's most innovative minds are based in Canada. Money raised through the IG Wealth Management Walk for Alzheimer's will fuel their work to find ways of predicting and curing dementia and spark solutions that are urgently needed to improve day-to-day care.

Alzheimer's disease and other forms of dementia strike every community and consume entire families. No one should have to face this disease alone. Canadians can help by registering and fundraising for an IG Wealth Management Walk for Alzheimer's at walkforalzheimers.ca. Participants can sign up individually or make an even bigger impact by joining or creating a virtual team with family and friends.

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About the Alzheimer Society

The Alzheimer Society is Canada's leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society provides information, programs and services and raises funds for research to better understand the causes of dementia, improve treatment and care, and to find cures.

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