



The IG Wealth Management Walk for Alzheimer's in York Region reunites, and rallies families impacted by dementia for the first time in-person since 2019!

FOR IMMEDIATE RELEASE - Aurora, ON, (May 8, 2023) – The Alzheimer Society of York Region (AS York) is excited to host the first in-person IG Wealth Management Walk for Alzheimer's in York Region since 2019 on Saturday May 27, 2023.

After three years of virtual walks, members of the community will have an opportunity to walk together to show their support for those impacted by dementia and raise funds to support dementia specific DAY program services, enriched social work programs, public education, and navigation services.

"The COVID-19 pandemic has had devastating consequences for people living with dementia and their care partners. As a community, we are looking forward to having the opportunity to gather on this scale once again, re-unite and rally around local families, acknowledge the challenges they have overcome in the pandemic and raise funds to ensure we continue to offer vital supports," says Andrea Ubell, AS York's Director, Programs & Client Services.

The York Region Walk kicks-off at 9 a.m. at Lake Wilcox Park in Richmond Hill and aims to raise \$100,000 to ensure the critical programs and services delivered at AS York are available when families turn to the society for support.

There are 180 people currently registered and \$30,000 raised to date. Now is the time to register, dust off those walking shoes and fundraise. There is no fee to register but pre-registration is required.

The IG Wealth Management Walk for Alzheimer's is in its eighth year as a national event and has raised more than \$41 million across the country to fund life-changing Alzheimer Society programs.

Those wishing to participate can register at www.walkforalzheimers.ca

Here's how to get involved in the IG Wealth Management Walk for Alzheimer's and make a positive difference in the lives of people living with dementia and their families:

1. **Register for the York Region Walk** – sign up as a team captain, team member or as an individual
2. **Start fundraising** – Participants share their fundraising page and their reasons for walking on social media using the official hashtag #IGWalkForAlz. Reach out to friends, family, neighbours and colleagues (in person and online) to ask for support.
3. **Participate on Walk Day on May 27, 2023** – join other dedicated people, who are committed to helping people living with dementia and caregivers. Get inspired and get moving!

Commented [AC1]: @jessika_santhiappilla redid this section based on your suggestions.

York Region Walk Details

Date: Saturday, May 27, 2023

Check In: 8:00 AM

Walk Start: 9:00 AM

Event Address: 12895 Bayview Ave, Richmond Hill, ON L4E 3G2

Event Location: Lake Wilcox, Oak Ridges Community Centre

Register: www.walkforalzheimers.ca

-30-

Alzheimer's disease and other dementias (ADOD) in York Region

There are more than 17,000 York Region residents diagnosed with Alzheimer's disease and other dementias with that number expected to more than double by 2031.

With every person diagnosed, another 10 to 12 people are directly impacted.

According to the York Region Seniors Strategy Advisory Task Force (February 24, 2016) the prevalence of dementia among seniors in the region will increase rapidly over the next 20 years as the size of the senior population and life expectancy increase.

About the Alzheimer Society York Region (AS York): The Alzheimer Society of York Region is a leader in actively supporting individuals and families living with Alzheimer's disease and other dementias. Our quality, dementia specific DAY program services, enriched social work program and education opportunities are well respected.

Media contact:

Yolanda Mol Amelink

Marketing and Communications Specialist

ymolamelink@alzheimer-york.com

M: 289-338-1784