

For immediate release

PRESS RELEASE

**This May, let's walk the streets of Montreal in solidarity with those living with Alzheimer's disease.**

**Montreal, April 15, 2019**— On Sunday, May 26, the neighbourhood of Saint-Henri, Montreal will be flooded by the blue wave.

What is the blue wave? It's hundreds of people dressed in forget-me-not-blue t-shirts, the symbolic colour of Alzheimer's disease, which affects more than 33 000 people and their families on the island of Montreal.

Across the country, the number of Canadians living with dementia is projected to rise by 66% by 2031, increasing from its current number of 564 000, to 937 000 people.

Join our team of walkers and together we can call on EVERYONE to raise awareness of the economic and social challenges caused by this rapidly growing disease.

The Alzheimer Society of Montreal's mission is to alleviate the social and personal consequences of Alzheimer's disease and related disorders through the development and delivery of leading-edge intervention, care and support services in Montreal. With your help, we can expand our following core services:

- Support: Providing activities for people living with cognitive disorders, as well as providing consultations, information sessions, intake and referrals, and support groups.
- Education: Offering conferences, training for health care professionals, and the Alzheimer Café meetings.
- Respite and stimulation: Services based in-home, at an activity centre, or at our art therapy workshops.

On Sunday May 26, the **IG Wealth Management - Walk for Alzheimer's** will begin at 10:00 a.m., and will leave from Sir George-Etienne-Cartier Park, in front of offices located on 4505 Rue Notre-Dame Ouest.

**Join us and show your support as a team, family, or individual!**

Your participation makes a difference. This year, our fundraising goal is \$150 000.

Register now at [www.alzheimermontreal.ca/walk](http://www.alzheimermontreal.ca/walk) or contact the organizing team at **514-369-0800** or at [marche@alzheimermontreal.ca](mailto:marche@alzheimermontreal.ca)

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