

Société Alzheimer Society

M O N T R É A L

PRESS RELEASE

For immediate release

Steve Skates for Alzheimer's Again!



Skating marathon at Maisonneuve Park benefitting the Alzheimer Society of Montreal on January 10 and 11, 2020.

This year, three Montrealers will join Steve for his 19-hour marathon skate!

Last winter, Steve McNeil skated outdoors for 19 hours and 26 minutes in the seven Canadian NHL cities, including Montreal, to raise awareness about Alzheimer's disease and collect funds for local Alzheimer Societies.

This year, he will do it all again— even adding five cities to his tour, which now includes all 10 provinces. Three Montrealers— Scott, Sean and Mark Broady— will step onto the ice with Steve at Parc Maisonneuve at 5 p.m. on Friday, January 10, and will skate overnight until 12:26 p.m. on Saturday, January 11. The Broady brothers are avid hockey players and well-known real estate advisors in the West Island of Montreal. They co-founded the “A Night to Remember” fundraising gala, which, over the past eight years, has raised more than \$300,000 for the Alzheimer Society of Montreal.

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McNeil, 58, is a recreational hockey referee in Etobicoke, Ontario. He began 1926 Skate as a tribute to his mother, Eunice— who was born in 1926 and lived with dementia— as well as all the caregivers across the country who are looking after loved ones living with Alzheimer's.

Steve invites everyone to skate with him, even for a short while, when the rink is open to the public, between 8 a.m. and 10 p.m.

He asks for support in the form of [a symbolic \\$19.26 donation](#) to the Alzheimer Society of Montreal.

His skate is made possible thanks to the support of the Toronto Memory Program, which offers expert medical care and research opportunities for the treatment and prevention of Alzheimer's disease.

An avid music fan, McNeil listens to rock band AC/DC when he skates in tribute to the band's former drummer Malcolm Young, who passed away in 2017 after living with Alzheimer's for many years. Last year, the son of former band member Chris Slade came to see him on the ice in Calgary. The next morning, AC/DC donated \$19,260 to the cause. McNeil was so excited that he kept skating but didn't sleep for 48 hours as he was so busy doing media interviews!

Steve has skated in pouring rain, a blizzard, and the cold— Montreal -29°C, Calgary -33°C and Edmonton -40°C— however, he says that his marathon skates are nothing compared to the time and effort caregivers devote to family members with the disease.

McNeil's website is www.1926skate.com. He is available for interviews on or off the ice.

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