

# Société Alzheimer Society

M O N T R É A L

## PRESS RELEASE

For immediate release

### The Broady Brothers Skate for Alzheimer's Once More!



### Skating marathon at Maisonneuve Park benefitting the Alzheimer Society of Montreal on Sunday, March 7, 2021!

*Montrealers embark on a skating marathon lasting 9 hours and 26 minutes!*

Last winter, the Broady brothers— Mark, Scott and Sean— joined Steve McNeil, founder of “1926 Skate for Alzheimer’s”, to skate outdoors for 19 hours and 26 minutes in order to raise awareness about Alzheimer’s disease and collect funds for the Alzheimer Society.

This year, the brothers will skate at Maisonneuve Park on Sunday, March 7, between 9 a.m. and 6:26 p.m. to respect the curfew currently in place.

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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Mr. McNeil, 59, is a recreational hockey referee in 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 and the Broady brothers invite you to support them by making [a symbolic donation of \\$19.26 or more](#) to the Alzheimer Society of Montreal.

Visit Mr. McNeil’s website at [www.1926Skate.com](http://www.1926Skate.com).

Steve and the Broady brothers are available for interviews.

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