



FOR IMMEDIATE RELEASE
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MEDIA RELEASE

Walk for Dementia: Get your team ready!

OTTAWA - When individuals receive a diagnosis of dementia, their lives change forever. So do the lives of their closest family members and friends, who often take on the role of caregiver.

In the Ottawa and Renfrew County area, some 20,000 men and women are living with dementia. To help them cope, The Dementia Society of Ottawa and Renfrew County is asking you to participate in its annual **Walk for Dementia on Saturday, May 12, 2018 at Tunney's Pasture.**

Check-in at the registration tent starts at 8 a.m. Mayor Jim Watson will help kick-start our opening remarks and warm-up begins at 9.30 a.m., and the Walk will start right after. Participants are invited to walk as families, teams or as individuals.

You can choose from two routes: a two-kilometre loop within Tunney's Pasture and the adjacent neighbourhood, and a shorter one-km loop within the Tunney's Pasture site. You are welcome to complete as many laps as you like. There are rest stops along the way for those who need a break.

Because of your support, this outdoor family event has become a signature gathering for over 20 years. When you raise funds and walk with us, you make a significant difference in the lives of people impacted by dementia in Ottawa and in Renfrew County.

Proceeds are used to provide guidance and support, social programs and peer engagement, education, and information and resources for caregivers and those who are diagnosed with dementia. Currently the Society supports over 4,000 caregivers and people with dementia, and our goal is to extend our reach.

Paul Morton, a Society Board Member who lives in Barrhaven, is co-chair of this year's Walk. He accepted the challenge in memory of his father who died in 2016 after a seven-year battle with dementia.

"By making a donation, you'll be helping me to say thank you to The Dementia Society for the help they provided to my family, as well as helping other families who really need the programs and services offered by The Dementia Society," Mr. Morton said.

"With our aging population, the demand for services will continue to grow, and we need your support. Whatever you can give will help - it all adds up! I really appreciate your support."

Mr. Morton said proceeds from the Walk will help the Society fund:

- one-on-one support for caregivers and families;
- peer support programs to help caregivers feel less alone;
- education on many topics related to dementia; and
- social programs in which caregivers and their loved ones can engage with others living with the same challenges.

You can sign up and start your fundraising by going online to WalkforDementia.ca, and choosing one of the registration options: Form a Team, Join a Team, or Register as an Individual.

There is no fee for registration, but the Society does have a Walk Milestone Incentive Program.

If you raise a minimum of \$100, you earn a Walk for Dementia t-shirt. If you raise a minimum of \$250, you earn both a Walk for Dementia t-shirt and a complimentary pancake breakfast.

The target for this year's Walk is \$300,000!

For more information, contact The Dementia Society of Ottawa and Renfrew County, 613-523-4004 ext. 3106 (in Ottawa), or 888-411-2067 (in Renfrew County), or email Walk@dsorc.org.
