

PRESS RELEASE

ALZHEIMER SOCIETY OF GREY-BRUCE · 753 2ND AVE. E. · OWEN SOUND, ONTARIO · 519-376-7230 OR 1-800-265-9013 · FAX: 519-376-2428

For Immediate Release

Date: DEC. 4, 2006
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Pledge Sheets available for 2007 Alzheimer Walk for Memories

Pledge Sheets are now available for the Alzheimer Society of Grey-Bruce Manulife Walk for Memories which takes place January 27, 2007, at West Hill Secondary School in Owen Sound and at The Royal Canadian Legion in Hanover.

Walk for Memories is an in door pledged walkathon. Money raised is used to provide education and support to persons with Alzheimer Disease and related disorders, and to their families and caregivers. More than 95 per cent of the money raised is used right here in Grey-Bruce. The balance goes to research into a cause and a cure.

This year the Walks, sponsored provincially by Manulife Financial, have incentive prizes for walkers who reach \$100, \$500, \$1,000 or \$2,500 in pledges raised. The top pledge earner in Owen Sound and in Hanover will win weekend in Toronto prizes including one night's accommodation, car rental and spending money. As well they will be entered into a draw along with the top pledge earners at each walk in Ontario to win a Mexican vacation.

Odds on winning the vacation in Mexico for the top pledge earners will be approximately one in 45.

As well there will be dozens of other great prizes to be won.

"Walk for Memories is one of our biggest and most important awareness and fund raising activities," said Bill Twaddle, community Development Coordinator for the Alzheimer Society of Grey -Bruce. "Last year we had more than 200 walkers and volunteers take part and they raised more than \$44,000.

"Based on comments we heard from participants after last year's Walks, we expect to have an even larger turnout for 2007.

"It is important for people to know that the money raised at the Walks in Owen Sound and Hanover is used right here in Grey-Bruce to provide education and support to those with Alzheimer Disease or a related disorder, and to their families and caregivers," Twaddle said. "When you support Walk for Memories you are supporting people you know and care about right in your own community."

Anyone who wants a pledge sheet or who wishes to make a donation to the walk can contact the Alzheimer Society of Grey-Bruce office at 753 2nd Ave. E. in Owen Sound or by phoning 519-376-7230 or 1-800-265-9013. Walkers can also register online at www.walkformemories.ca and pledges can be made online at the same web site.

Walk for Memories is an entertaining morning of fellowship and fun. Join us for a comfortable walk, some coffee, juice, snacks, and a chance to win one of several great prizes.

Come out and join us on a cold January morning. We promise to give you a nice warm feeling.

Please note: The location of the Hanover Walk has been changed this year to the Royal Canadian Legion on 8th Ave.