



# 2012 Toronto Scotiabank Pro-Am supporting the Gordie & Colleen Howe Fund for Alzheimer's

# The Cause

## The Gordie & Colleen Howe Fund for Alzheimer's

Gordie and Colleen Howe's contribution to hockey is legendary, earning them the title of "Mr. and Mrs. Hockey"™. When Colleen lost her battle with dementia in March of 2009, Gordie lost a wife, his children lost a mother, and the world of hockey lost a champion. It was a battle that inspired the Howe family to improve the lives of others affected by the ravages of Alzheimer's disease and related dementias. In pursuit of this mission, they have attached their name to the Scotiabank Pro-Am for Alzheimer's Hockey Tournament, originally established by the Baycrest Foundation. As a result, the Gordie & Colleen Howe Fund for Alzheimer's represents an important partnership between Baycrest and the Alzheimer Society. Proceeds from the Toronto event will be directed to the Gordie & Colleen Howe Fund for Alzheimer's which supports care and research in Alzheimer's and related disorders at Baycrest.

## Baycrest and the Baycrest Foundation

The Baycrest Foundation is an innovative fundraising organization that supports the work of Baycrest, an academic health sciences centre affiliated with the University of Toronto and a global leader in developing and providing innovations in aging and brain health. Baycrest is unique in the world, combining a comprehensive system of care for aging patients; one of the world's top research institutes in cognitive neuroscience; dedicated centres focused on mitigating the impact of age-related illness and impairment; and, unmatched global knowledge exchange and commercialization capacity.

The exciting Scotiabank Pro-Am for Alzheimer's, launched by the Baycrest Foundation in 2006, is now becoming a national event with tournaments in Toronto, Edmonton and Calgary, and expansion plans for Ottawa, Vancouver and Montreal. It is Canada's largest charity hockey tournament for Alzheimer's.

Charitable Registration Number - 11921 5242 RR001

## The Alzheimer Society Canada

The Alzheimer Society provides support, information and education to people with Alzheimer's disease and related dementias, families, physicians and health-care providers.

Today, half a million Canadians have Alzheimer's disease or a related dementia. Approximately 71,000 of them are under age 65. This year alone, more than 103,000 Canadians will develop dementia. This is equivalent to one person every five minutes. By 2038, this will become one person every two minutes, or more than 257,000 people per year. Alzheimer's disease has no known cause or cure. Until a cure is found, the Alzheimer Society is here to help and provide support to those impacted by this disease.

## Additional Information

For additional information about Baycrest and the Baycrest Foundation, please visit [www.baycrest.org](http://www.baycrest.org) or call 1-877-972-2622.

**Baycrest**

