



2012 Vancouver 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 Vancouver event will benefit the Gordie & Colleen Howe Fund for Alzheimer's which supports the work of the Alzheimer Society of B.C. along with care and research in Alzheimer's and related disorders at Baycrest, an international leader in aging and brain health, headquartered in Toronto.

Baycrest

Baycrest is a global leader in developing and providing innovations in aging and brain health. Headquartered on a 22-acre campus in Toronto and fully affiliated with the University of Toronto, Baycrest provides care to more than 2,500 frail and active seniors every day in outpatient and inpatient programs and residential settings. Baycrest's Centre for Memory and Neurotherapeutics offers clinical and educational programs for memory, dementia and related disorders. Baycrest's Rotman Research Institute is one of the top five brain institutes in the world, leading groundbreaking research to understand the mechanisms of memory and executive functions of the brain, in normal aging and in the presence of dementia, Alzheimer's, stroke and other conditions and diseases.

The Alzheimer Society of B.C.

The Alzheimer Society of B.C. (established in 1981) is dedicated to helping anyone concerned with or facing dementia have the confidence and skills to maintain quality of life, to ensuring that public policy and perceptions reflect the issues and reality, and to securing funding for support and research.

A federation of 10 provincially-focused organizations, the Alzheimer Society in Canada is the leading nationwide health organization for people affected by Alzheimer's disease and related dementias in Canada. The Society is a principal funder of Alzheimer's disease research and training, provides enhanced care and support to people with the disease, their families and their caregivers, and is a prominent voice within all levels of government.

Additional Information

For additional information and resources on the Alzheimer Society's programs and services, please visit www.alzheimerbc.org or call 604-681-6530 or toll-free 1-800-936-6033.

For additional information about Baycrest and the Baycrest Foundation please visit www.baycrest.org or call 1-877-972-2622.

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