



## **PGA TOUR Star David Hearn Officially Launches the David Hearn Foundation in Support of the Alzheimer Society**

*Hearn's Foundation will support the Alzheimer Society in improving the quality of life for Canadians affected by Alzheimer's disease and other dementias, with initiatives to build awareness and raise funds*

**Toronto, Ontario – July 22, 2015** – PGA TOUR star David Hearn, announced today the launch of **the David Hearn Foundation**, in support of the Alzheimer Society. The Foundation will kick off its partnership with the Society by fundraising for projects that will help build on and expand programs and service delivery across Canada, while also continuing to support the local Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton through the annual David Hearn Charity Golf Classic.

The David Hearn Foundation's central focus will be to support the Alzheimer Society's nationwide work in improving care for Canadians with Alzheimer's disease and other dementias and their families. Through its partnership, the Foundation will aim to increase awareness, enhance the quality of life for those affected by the disease, raise funds to research best practices and implement them in communities across the country, while also empowering Canadians to take action and create positive change.

"Alzheimer's is a disease that has impacted my family directly. Because of that, I feel a need to get involved and try to provide assistance to other individuals and their families that have been affected by the disease, and help them through what my family experienced firsthand," said Hearn. "I have been working with the local Alzheimer Society chapters over the past few years, and partnering with the organization on a national level as my Foundation's first initiative is a great way to take our relationship to the next step. I am excited to work with the Alzheimer Society on impactful initiatives and look forward to taking positive steps toward awareness of the disease, control and prevention."

"We're grateful for David's work in supporting dementia in the community and thrilled he has chosen the Alzheimer Society as his charity partner. The Foundation is an incredible opportunity to further enhance the lives and well-being of all Canadians affected by Alzheimer's disease and other dementias through research and bring more attention to the disease," said Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

This year marks the fourth edition of the annual David Hearn Charity Golf Classic, held in Hearn's native home base of Hamilton, Ontario at Beverly Golf and Country Club on Monday, July 27. In 2014, the event raised approximately \$100,000 in support of the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton and will once again raise valuable funds and awareness for the Society through the David Hearn Foundation.

"David Hearn's generous support over the past four years has helped our organization meet the needs of more than 4,000 families affected by dementia in the Brant, Hamilton and Halton communities through education

counselling and support programs. He's as fine a human being as he is a golfer and wish him great success with his Foundation," said Mary Burnett, CEO, Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton.

David and his Foundation will also support the Dementia Friends Canada initiative starting at the RBC Canadian Open to help Canadians gain a better understanding of what it means to live with dementia and how to support those affected within the community. The program focuses on individuals and workplaces, providing the opportunity for people from all walks of life to sign up as a Dementia Friend to show their commitment to helping fellow Canadians living with dementia.

### **About the David Hearn Foundation**

Founded in 2015, the David Hearn Foundation's central focus will be to support the Alzheimer Society of Canada in reducing the personal and social impacts of the disease by raising funds to provide individuals and families with needed programs and services. Through its partnership, the Foundation will aim to increase awareness, improve care for those in need and enhance the quality of life for those affected by the disease, while also empowering Canadians to take action and create positive change. The Foundation is an extension of Hearn's existing charitable efforts with the Alzheimer Society through the annual David Hearn Charity Golf Classic, which has provided charitable contributions to the Alzheimer Society of Brant Haldimand Norfolk Hamilton Halton since 2012.

The Foundation's goal will be to look towards 2016 for funding opportunities through various initiatives, including the annual golf tournament, of which funds will continue to stay local, as well as other national programs and projects with the Alzheimer Society.

### **About Alzheimer Society Canada**

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society offers help for today through our programs and services, and hope for tomorrow by funding research into the cause, prevention and a cure. To learn more, visit [www.alzheimer.ca](http://www.alzheimer.ca)

### ***For further information about the David Hearn Foundation or for interviews with David Hearn, please contact:***

McKenzie Clarke  
Business Partnerships & Athlete Relations  
SportBox Entertainment Group  
(647) 468-3500  
[mclarke@sportboxgroup.com](mailto:mclarke@sportboxgroup.com)

### ***For further information about the Alzheimer Society of Canada, please contact:***

Rosanne Meandro  
Director, Media Relations  
Alzheimer Society of Canada  
Direct: (416) 847-8920  
Mobile: (416) 669-5715  
[rmeandro@alzheimer.ca](mailto:rmeandro@alzheimer.ca)