

# Alzheimer Society

C A N A D A

## IG Wealth Management Walk for Alzheimer's kicks off this spring across Canada

### Alzheimer Society and IG Wealth Management join forces to raise funds and awareness for Canadians with dementia

**Toronto, ON, April 17, 2019** – The Alzheimer Society is delighted to partner with IG Wealth Management for the second year as the National Title Sponsor of its flagship fundraising event, the **IG Wealth Management Walk for Alzheimer's**. Taking place this spring in over 300 communities from coast to coast, it is the country's largest fundraiser benefiting individuals and families living with Alzheimer's disease or another form of dementia.

"We are thrilled to once again partner with the Alzheimer Society to tackle the growing number of Canadian families impacted by this disease, says Jeff Carney, CEO of IG Wealth Management. "With thousands of IG employees in communities across Canada, we are committed to helping Canadian's manage both the social and financial impacts of dementia, empowering families with the tools and resources needed for a better tomorrow."

In the absence of effective treatments or a cure for dementia, funds raised through the IG Wealth Management Walk for Alzheimer's help meet the growing demand for the Alzheimer Society's services to support all Canadians living with dementia.

Last year, close to 30,000 Canadians participated in the IG Wealth Management Walk for Alzheimer's and raised a record \$5 million.

These funds are invested in a broad range of programs and services available through the extensive network of Alzheimer Societies across Canada. Offered at little to no cost, these programs enhance the health and well-being of people with dementia and their families, from diagnosis to end of life, and provide education and guidance to help people reduce their risk of dementia and maintain brain health.

"We are honoured to have the generous support and commitment of our partners at IG Wealth Management. The success of our annual fundraising Walk is driven by the involvement of our corporate sponsors and donors, as well as the thousands of Canadians who step forward as passionate champions and advocates in the face of one of the most challenging health issues of our times," says Pauline Tardif, CEO at the Alzheimer Society of Canada.

The Walk is a fun, family-friendly event open to anyone who wants to make life better for those living with dementia. Participants can register online individually or make an even bigger impact by joining a corporate team or creating a team with family and friends.

To participate in this year's IG Wealth Management Walk for Alzheimer's in a community near you, register online at [walkforalzheimers.ca](http://walkforalzheimers.ca) or contact your local Alzheimer Society and start fundraising.

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## About the Alzheimer Society

The Alzheimer Society is Canada's leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society provides information, programs and services, and raises funds for research to better understand the causes of dementia, improve treatment and care, and to find cures.

## About IG Wealth Management

Founded in 1926, IG Wealth Management is a national leader in delivering personalized financial solutions to Canadians through a network of Consultants located across Canada. In addition to an exclusive family of mutual funds and other investment vehicles, IG offers a wide range of other financial services. IG Wealth Management has \$89 billion in assets under management as of March 31, 2019 and is a member of the IGM Financial Inc. (TSX: IGM) group of companies. IGM Financial is one of Canada's premier financial services companies with over \$160 billion in total assets under management as of March 31, 2019.

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## Quick facts

- Today, over half a million Canadians are living with dementia.
- In less than 15 years, this number will nearly double to almost a million.
- Seven out of 10 Canadians know someone living with Alzheimer's disease or another dementia.\*
- Women over the age of 65 account for 65% of all Canadians living with dementia.
- For every person with dementia, there are one or more family members who provide care.
- Canadians spend over \$10.4 billion each year in direct and indirect costs to care for those with dementia. This number is expected to jump to \$16.6 billion in less than 15 years.
- On average, costs for people with dementia are approximately five-and-a-half times greater than for those who do not have the condition. Home care and long-term care are the largest contributors to direct costs.

*\*Nanos survey on Canadians' knowledge of Alzheimer's disease and dementia, commissioned by the Alzheimer Society of Canada, 2015.*