

**FOR IMMEDIATE RELEASE**

**June 29, 2017**

**GET YOUR MOTOR RUNNIN - Alzheimer Society`s 15th annual Ride for Memories & Poker Derby!**

The Alzheimer Society of Kenora/Rainy River Districts is holding its 15th annual Ride for Memories and Poker Derby on August 19<sup>th</sup>. This event is one of the largest charity motor bike ride in the area! Start locations are from Fort Frances, Kenora, and Dryden. Host location is Dryden with each year the attendance is increasing to over 160 riders.

The ride is going to Nestor Falls (coffee break), Fort Frances for lunch and then finishing in Dryden this year with a delicious steak dinner and award ceremony taking place at the Dryden Legion. Prizes are award top fundraiser and poker hands.

This is one of our largest fundraising events at the Alzheimer Society, says Rossana Tomashowski, Executive Director. This year`s goal is \$50,000 to help support over 1,000 people living with Alzheimer`s disease and other dementias in the Kenora and Rainy River Districts focusing on the ever popular Alzheimer Society Music Project.

The riders will be making their way to downtown Dryden with the Mayor welcoming the riders as they showcase their bikes at 5:00pm and raise awareness for people living with a dementia.

Join us in the ride; collect pledges to support individuals and families with Alzheimer in your local community. Early bird registration is \$20 and \$25 after July 27 this includes a steak dinner. A separate ticket is available for dinner at \$25.

To register, please call 1-800-682-0245, or drop in at 618-9th Street N (Kenora). You can visit [www.alzheimer.ca/krr](http://www.alzheimer.ca/krr) to get your registration package.

Not riding, you can still support this great cause by making a donation to help us reach our goal. Donate online at [www.alzheimer.ca/krr](http://www.alzheimer.ca/krr) or call 1-800-682-0245

Demand for services is steadily climbing as the number of Canadians with dementia surges. An estimated 1.3 million Canadians will be affected by 2038. This number does not take into account thousands of caregivers who already clock a staggering 231 million hours a year in unpaid care. Burgeoning baby boomers will compound this trend. The risk for dementia doubles every five years after age 65.

“We are committed to ensuring that everyone living with dementia in Ontario, their families and partners in care will have the supports and tools in place and that they are treated with dignity and respect that they deserve.” says Rossana Tomashowski.

Every dollar raised stays locally and with funds like these helps provide support groups, AS Music Project, and to provide training and education to individuals and families that are affected by Alzheimer or related dementia, says Rossana Tomashowski

The Alzheimer Society is looking for volunteers to help out with this year`s event. Please contact us if you are interested.

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