

# MEMORY Ball

**FOR IMMEDIATE RELEASE**

## **Tickets for Memory Ball are going fast!**

*The 5<sup>th</sup> Annual, highly anticipated charity event is back on April 2<sup>nd</sup>, 2016.*

TORONTO (February 29<sup>th</sup>, 2016) – Every 4 seconds, someone around the globe is diagnosed with Alzheimer's disease. By the year 2038, approximately 1,125,200 Canadians will have dementia; 2.8% of the Canadian population. The cumulative economic burden of this rise in these aging diseases will be \$872 billion dollars. These are the facts and the young, dynamic team at the **Alzheimer Society of Toronto's Young Leaders Council (YLC)** is committed to relaying these facts while actioning change and education around the debilitating disease. Just one of their initiatives, the highly anticipated **Memory Ball** gala, is returning in its 5<sup>th</sup> year for all to attend.

**Memory Ball** has become one of the premier charity gala events of the Toronto social calendar, attracting a wide range of attendees including students, young professionals, business leaders, entrepreneurs, artists, parents, grandparents and more.

**Memory Ball** takes place on **Saturday, April 2<sup>nd</sup>** at the stylish and elegant **Palais Royale Ballroom**, located at 1601 Lake Shore Boulevard West. The event will feature an open bar, appetizers, a stacked silent auction, raffle, a live band, photo booth and more. In 2015 **Memory Ball** raised \$75,000 contributing to a grand total of nearly \$200,000 over a four-year period for the **Alzheimer Society of Toronto**.

"With so many other causes, there are survivors who can tell their stories to increase awareness and empathy among the community," says Co-Founder, Katherine Andrikopoulos. "However, with Alzheimer's, there are no survivors, especially for those suffering in the late stages of the disease, communication can become difficult. It's important for the **YLC** to be the voice of people with Alzheimer's.

### **About Alzheimer Society of Toronto's Young Leaders Council (YLC) and Memory Ball**

In 2011, the now **YLC** was established to raise awareness Alzheimer's disease (AD) among a young professional demographic. The group is passionate about increasing awareness for Alzheimer's disease as two **YLC** council members' mothers were diagnosed with early-onset Alzheimer's. In four years, **Memory Ball** has hosted over 1,500 guests and fundraised nearly \$200,000 for the Alzheimer's Society of Toronto. In 2015, **YLC** aims to continue raising funds, awareness and support for those affected by Alzheimer's. To learn more about the organization and sponsorship opportunities, please visit [www.memoryball.org](http://www.memoryball.org).

### **About the Alzheimer Society of Toronto**

The Alzheimer Society of Toronto is the leading health organization working to improve the quality of life for Canadians affected by Alzheimer's disease. The Society offers support, information and education to people with dementia, their families and their caregivers, while increasing public awareness of dementia-related illnesses. The Alzheimer Society of Toronto promotes research and advocates for services that respect the dignity of the individual. For more information, please visit [www.alzheimertoronto.org](http://www.alzheimertoronto.org).

Tickets for **Memory Ball** can be purchased at [memoryball.org/tickets/](http://memoryball.org/tickets/). All funds raised go to the **Alzheimer Society of Toronto**, to fund much-needed research, training, and support. Purchasing early will secure your spot to the gala event that sold out in just 6 weeks in 2015.

*Follow the conversation on Instagram by following @memoryball, #MemoryBall and #EndAlz.*

**For media requests and passes, please contact Langton Communications.**

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