

MEDIA ADVISORY

Lace Up and Walk for Dementia Care: Join the Alzheimer Society of Toronto to Help Provide Community, Connection and Care

TORONTO, May 23, 2025 – The Alzheimer Society of Toronto (AST) is inviting Torontonians to join the **IG Wealth Management Walk for Alzheimer’s** on Saturday, May 24, 2025, at Historic Fort York.

The largest fundraiser for dementia care across Canada, the Walk for Alzheimer’s raises critical funds that allow AST to provide free, life-changing programs and services to more than 15,000 people across Toronto each year. As trusted partners on the difficult dementia journey, the Alzheimer Society of Toronto walks alongside individuals and families impacted by dementia—offering compassionate support, assistance with care navigation, and works to create moments of joy and connection.

With more than **51,000 people living with dementia in Toronto** and numbers expected to rise sharply—**reaching over 1.7 million across Canada by 2050**—the need for community-based dementia support has never been greater.

“We hear every day the lifeline that our services are—especially for care partners, who represent 90% of the people we support,” says Dave Spedding, CEO of the Alzheimer Society of Toronto. “Whether it’s a music program that sparks a smile, a support group that offers relief and understanding, or one of our Active Living programs that fosters community and connection, AST is there. The Walk helps us continue to provide crucial support and programs—at no cost to those who need them most.”

Hosted by Toronto’s own Erica Ehm, the Walk kicks off at 9:00 AM and offers 1 KM and 3 KM routes, with plenty of family-friendly fun for all ages.

When: Saturday, May 24, 2025 Opening Ceremonies start at 10:10am

Where: Fort York, Garrison Commons

Speaking from the Stage:

- Erica Ehm, Host
- Dave Spedding, CEO Alzheimer Society of Toronto
- Damon Murchison, President and CEO of IG Wealth Management
- Vas Pachapurkar, Vice-President, IG Private Wealth Management
- Lisa Vogel, Care Giver, Lived Experience



Interviews with AST leadership, individuals with lived experience, or event participants can be arranged.

For more information on the Walk visit <http://walk.alz.to>

About the Alzheimer Society of Toronto

The Alzheimer Society of Toronto provides free counselling and education to people with Alzheimer's disease and other dementias, their families, and caregivers. They deliver specialized training and professional development for frontline health-care providers, and engage in public education and awareness events to increase accessibility to dementia information.

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