



**FORMER NHL STARS REUNITE ON THE ICE AT NATHAN PHILLIPS SQUARE TO LAUNCH THE 13<sup>TH</sup> SCOTIABANK PRO-AM FOR ALZHEIMER'S<sup>TM</sup> IN SUPPORT OF BAYCREST**

*North America's largest charity hockey tournament honours Alzheimer Awareness Month with outdoor shinny hockey game featuring NHL alumni.*

**TORONTO, January 25, 2018** – The Scotiabank Pro-Am for Alzheimer's<sup>TM</sup> in Support of Baycrest will launch its 13<sup>th</sup> annual tournament with a Winter Warm-Up hockey game featuring former NHL pros; Dan Daoust, President of the Toronto Maple Leafs Alumni Association, Nik Antropov, Dennis Maruk and Bryan Muir, **January from 12-2 p.m.** The game, played on the ice rink at Nathan Phillips Square, will honour Alzheimer Awareness Month as well as kick-off the 2018 campaign of this fundraising tournament.

"These former hockey pros have had very successful careers, have played in Stanley Cup Championships and are part of hockey history. We are excited to have them join us for the Winter Warm-Up shinny game to launch this year's Scotiabank Pro-Am," said Josh Cooper, President and CEO of The Baycrest Foundation.

"As the population ages, the number of people with dementia or cognitive impairment in Canada is expected to almost double to 1.4 million by 2031. Baycrest Health Sciences is now in its 100<sup>th</sup> year, and we continue our mission to transform the experience of aging through leading innovations in brain health, wellness promotion and approaches to care that enrich the lives of older adults. Events like these help us fulfill that crucial mission," added Cooper.

To date, the Scotiabank Pro-Am for Alzheimer's<sup>TM</sup> in Support of Baycrest tournament has raised more than \$32 million to support care, research, innovation and education into Alzheimer's disease and other related dementias. At this year's tournament, which runs from May 3 to 5, 2018, more than 500 players, including hockey enthusiasts and former professional players, will join together to become One Team versus Alzheimer's.

"This tournament has taken on a special meaning for me," said David Lewenberg, Pro-Am Executive Committee Co-Chair and long-time participant. "After witnessing first-hand what Alzheimer's did to my dad, I know the importance of raising funds and awareness for this cause and am honoured to be participating in efforts to help delay the onset of Alzheimer's and other related dementias."

The Winter Warm-Up will feature NHL hockey legends, contests, prizes and giveaways from shinny supporters; Tesla, Tim Hortons, Sher-Wood Athletics Group, Shiloh Media Group and Kind Snacks.



Media are invited to capture the event and interview the NHL alumni, Baycrest spokespeople and event participants. For more information on The Scotiabank Pro-Am for Alzheimer's™ in Support of Baycrest, visit [www.baycrestproam.ca](http://www.baycrestproam.ca).

### **About the Baycrest Foundation**

The Baycrest Foundation's mission is to enrich the quality of life of our community by supporting programs and services that promote excellence in care, research, education and innovation in the field of aging. As the fundraising arm of Baycrest Health Sciences, the Foundation helps provide crucial funding for breakthrough research into cognition, Alzheimer's disease, dementia, stroke, and aging brain health; medical programs and services for seniors living in our community; and education that supports healthy aging and healthcare solutions for a growing senior population.

### **About Baycrest Health Sciences**

Now in its 100<sup>th</sup> year, Baycrest Health Sciences is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging. Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals and one of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute. Baycrest is home to the federally and provincially-funded Canadian Centre for Aging and Brain Health Innovation, a solution accelerator focused on driving innovation in the aging and brain health sector, and is the developer of Cogniciti - a free online memory assessment for Canadians 40+ who are concerned about their memory. Founded in 1918 as the Jewish Home for Aged, Baycrest continues to embrace the long-standing tradition of all great Jewish healthcare institutions to improve the well-being of people in their local communities and around the globe. For more information please visit: [www.baycrest.org](http://www.baycrest.org).

- 30 -

### **MEDIA CONTACT:**

Jonathan MacIndoe  
Baycrest Health Sciences  
416.785.2500 x 6579  
JMacIndoe@baycrest.org

Michelle Petch Gotuzzo  
Baycrest Health Sciences  
416.785.2500 x 6932  
MPetchGotuzzo@baycrest.org