

Alzheimer Society Attempts to Break World Record with World's Largest Coffee Break

Volunteers needed for 10th annual Coffee Break

Prince Edward County ON – The Alzheimer Society of Prince Edward County is joining with Alzheimer Society offices across Canada to break a Guinness World Record in celebration of the 10th anniversary of Alzheimer Coffee Break™, the charity's nationwide fundraising event.

“Residents of Prince Edward County have been great about supporting Coffee Break since it began in 1996 and we wanted to do something special for this anniversary,” explains Linda Jackson, executive director of the Alzheimer Society of PEC. “We were surprised to learn that there is already a record for the *World's Largest Coffee Break*, but that won't stop us from asking residents to help us break that record!”

A coffee break is a hosted gathering where friends, neighbours, customers and co-workers have a coffee and make a donation to the Alzheimer Society. In the past, the Society has reached a record 10,000 coffee breaks across Canada. This year, in order to break the world record, the Society's goal is over 26,000 coffee break locations with close to 600,000 participants. The Alzheimer Society of PEC is hoping to raise \$2,000 this year to provide support and programs to people affected by Alzheimer Disease in our community.

“We realize this is an ambitious goal, but if the Macmillan Cancer Relief (UK) can do it, so can Canadians,” says Jackson. “We provide the coffee, promotional materials and guidance. Coffee breaks are simple to run, but the impact is significant for people living with Alzheimer Disease.”

The Alzheimer Society of PEC is encouraging all residents to either host their own event or attend a coffee break.

In order to fulfill the requirements to be a Guinness World Record, coffee breaks must take place on Wednesday, September 21st – World Alzheimer's Day™ -- and be held before 12:00 p.m. If you are unable to host a coffee break event on September 21, but would still like to raise funds for the Alzheimer Society, please contact Linda Jackson at

476-2085.

Alzheimer Coffee Break™ is the Alzheimer Society's nationwide fundraiser. Through a network of provincial and local organizations, the Society operates support and educational programs for people with Alzheimer Disease and their caregivers, and funds research. The Society's programs are funded primarily by donations from caring Canadians. If you would like more information about the event or to host, please call 476-2085.

*St. Philip's
Anglican Church
ACW*

MILFORD

invites you to a

TURKEY

SUPPER

WEDNESDAY

SEPT. 21st 2005

5.00 p.m. - 7.00 p.m.

(continuous serving)

ADULTS \$12,

CHILDREN (under 12)

\$5.00

All Welcome