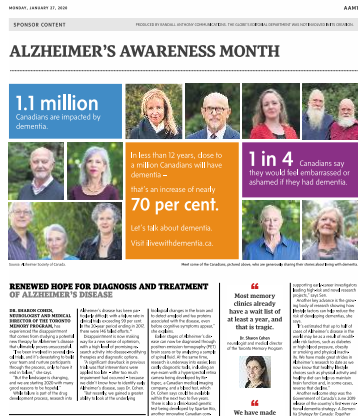


Alzheimer's Awareness Month

INTEGRATED CONTENT FEATURES: Turnkey solutions in which participating advertisers can be mentioned or quoted in at least one story.

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Alzheimer's disease is a significant health challenge in Canada, affecting a growing number of individuals as the population ages. Efforts are ongoing to raise awareness about Alzheimer's disease and related dementias, emphasizing the importance of early detection, understanding, and support for those impacted by this debilitating illness. Organizations across the country work tirelessly to build compassion, reduce stigma, and inspire a greater commitment to finding effective treatments and, ultimately, a cure for this devastating disease. Strategically timed for Alzheimer's Awareness Month.

Proposed topic highlights:

AWARENESS — Increasing knowledge about Alzheimer's disease, its symptoms, risk factors, and impact on individuals and their families.

ADVOCACY—Encouraging advocacy efforts to promote public policies that support Alzheimer's research, care, and support services.

SUPPORT & CARE — Emphasizing the importance of comprehensive support and high quality care.

RESEARCH & INNOVATION — Highlighting advancements in brain health research, including potential treatments, risk reduction strategies, and efforts to find a cure.

SUCCESS STORIES — Sharing the experiences and stories of individuals and families affected by Alzheimer's to foster empathy and understanding.

GET INVOLVED TODAY. CONTACT:

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Reaching more
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Investors with over
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Print/Digital Weekly Readers – **5,286,000**
 Print Weekly Readers – **2,417,000** | Digital Weekly Readers – **3,636,000**

Source: Vividata SCC Fall, 2024, National, Adults 18+

Sponsor Content and Brand Ad Booking Deadline

Material Deadline

Publishing Date

November 18

January 6

January 13