

Join the movement to prevent dementia

The number of people living with dementia is rising rapidly. More than 770,000 Canadians are currently affected, and nearly 100,000 are diagnosed each year. As people live longer, the risk of cognitive decline grows. Today, although **there is no cure**, there are new interventions that can manage symptoms and help prevent dementia.

At the epicentre of Canada's efforts to address dementia, Baycrest is the country's largest clinical trials site for intervention and therapeutics.

We believe the future lies in prevention starting in your 50s and 60s.

Solution: Kimel Family Centre for Brain Health and Wellness

Baycrest is home to the world's first research centre dedicated to **personalized, science-based dementia prevention**. At the Kimel Centre, participants undergo comprehensive assessments and receive a tailored risk report that encompasses fitness and nutrition, hearing, smell, strength, muscle analysis, percentage body fat, extensive blood tests and, of course, cognitive assessments. A prescription for lifestyle interventions includes a host of over 100 programs available to help address individual risk factors. Progress is carefully tracked over time.

Already, testing has found that dementia risk is declining and cognition is improving in our participants.

Under the leadership of **Dr. Howard Chertkow**, a world-renowned neurologist and neuroscientist, the Kimel Centre is also pioneering **combination therapy trials**, which study safe, promising supplements, medications and, potentially, neuromodulation therapies used together for greater effect. This is a bold, innovative approach.

Dr. Chertkow is the founder and Scientific Director of the Canadian Consortium on Neurodegeneration in Aging, or CCNA, which includes 350 neuroscientists across the country. He believes that **THIS IS THE DECADE** when we will achieve the breakthroughs needed to prevent and defeat Alzheimer's and all forms of dementia.

Help support the Kimel Centre

Friends of the Kimel Centre are dedicated to propelling Kimel Centre scientists forward in their discovery and development of innovative interventions, and pioneering new strategies for preventing and ultimately defeating dementia.

With an investment of **\$18,000 over three years**, you'll accelerate groundbreaking research that could **delay or prevent dementia** for yourself, your family and all Canadians.

As a Member, you will receive:

- **Five private science talks per year** with leading neuroscientists on the latest breakthroughs
- **VIP tours** of the Kimel Centre and Baycrest's world-class research labs
- **Exclusive exposure** to cutting-edge dementia prevention research
- **Recognition** on Baycrest campus and in special communications