

**For Immediate Release**  
**August 4, 2005**

## **STANLEY CUP? NO, IT'S THE GOLDEN CUP!**

***Brantford Attempts Guinness World Record – New Award, New Record, New Perks  
Coffee Break™ 10<sup>th</sup> Anniversary***



*Brantford Mayor Mike Hancock, M.P.P. Dave Levac and ASB Community Development Coordinator Wanda Dzierzbicki join Amber Lea Place Coffee Break™ "Golden Cup Award" Sponsors, Regional Director Ruby Toor (centre) and President Dev Mundi as they celebrate Alzheimer's National Coffee Break 10<sup>th</sup> Anniversary.*

On September 21, 2005 the Alzheimer Society's nation-wide annual fundraiser, Coffee Break™ will be celebrating their 10<sup>th</sup> Anniversary! To mark this special occasion, dignitaries and the corporate community joined efforts to introduce the 1<sup>st</sup> Annual "Golden Cup Awards" generously sponsored by Amber Lea Place.

The prestigious Golden Cup will be gifted for one year to the overall top Coffee Break™ host site. "This year we have many perks," shares Wanda Dzierzbicki. "Banks, retailers, grocery stores and restaurants get ready, our decal store competition is back! The top decal seller at each location will receive a prize from Joey's Only Seafood, Tim Horton's, Grand Wellness Centre, Come Dancing Ontario and Rainbow Cinemas to name a few. A Grand Prize "Dinner For Two at Ged's Restaurant and two tickets to any Sanderson Show" will be awarded to the overall top decal seller, value approx. \$220. We are also encouraging each coffee site to follow the registration process included in their host kits allowing them to participate in our attempt of creating the largest simultaneous coffee morning in the world, a new Guinness World Record." The current record is held by a group in the UK for cancer research. In 2003 there were 26,000 simultaneous coffee breaks with 576,157 participants. "We need to also thank our generous event sponsors Amber Lea Place, The Expositor, CKPC, The Sanderson Centre for the Performing Arts, CKCO and Tim Horton's Colborne Street for all of their support."

Recent statistics have established that Alzheimer Disease; a degenerative brain disorder destroying vital brain cells is one of the leading causes of death in Canada. Approximately 1,800 people in Brant County in 2005 and about 360,000 in Canada have been diagnosed with Alzheimer Disease or related dementias. By the year 2021 in Brant County, the portion of the population over 65 suffering from Alzheimer Disease will increase by 50% from the year 2000.

*All proceeds from this event will support Alzheimer local programs, services and research.*

**To register for the "World's Largest Coffee Morning" or to request an electronic file contact:**  
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