



ALZHEIMER
CALGARY

WALKRUN

2025 PARTICIPANT GUIDE

October 12, 2025

Event Itinerary

8:30
AM

LATE REGISTRATION OPENS

9:30
AM

PROGRAM BEGINS

9:50
AM

WARM UP

10
AM

WALK & RUN BEGINS

11
AM

PRIZES & CLOSING REMARKS



You'll be home in time for Thanksgiving dinner!

**Costumes are encouraged and show your support by
wearing our event colour – RED!**



Welcome!

Dear participants,

Welcome to the 35th Annual Alzheimer Calgary Walk & Run presented by Trico LivingWell! Each year, thousands of Calgarians walk and run together to remember and honour their loved ones impacted by dementia.

A long-standing tradition in the Calgary community, this event hopes to raise **\$425,000** in 2025 for local programs and services to support people, families, and caregivers who are all experiencing the implications of a dementia diagnosis.

Inside this guide, you will find:

- Event day schedule
- Course and site maps
- Fundraising tips
- Fundraising prizes
- Information from our incredible sponsors
- And more!

Your support makes it possible for Alzheimer Calgary to support those impacted by dementia and helps to build inclusive communities where everyone living with dementia can live well.

From everyone at Alzheimer Calgary, thank you!

Lisa Laughton, Senior Philanthropy Officer
Alzheimer Calgary

#YYCALZ



Thank you to our Presenting Sponsor: Trico LivingWell



We are deeply grateful to Trico LivingWell for their ongoing commitment as Presenting Sponsor of the Alzheimer Calgary Walk & Run for the next four years. Their generous support ensures we can continue raising vital funds and awareness for families impacted by dementia.

Trico LivingWell is a purpose-driven retirement residence that champions active aging through innovative design, wellness-focused amenities, and a strong sense of community. Their values of engagement, inclusivity, and healthy living align beautifully with Alzheimer Calgary's mission to support and uplift those affected by dementia.

Because of Trico LivingWell's leadership and partnership, we are able to dream bigger, reach farther, and create meaningful impact together. We are honoured to walk alongside them on this journey.

Pattison Outdoor



We are deeply grateful for the longstanding support of Pattison Outdoor in advertising the Alzheimer Calgary Walk & Run. Year after year, they've helped us share our message widely through high-visibility out-of-home and transit placements, drawing more attention, participants, and donors. Their commitment ensures more Calgarians understand why the Walk & Run matters and how their involvement makes a difference for local families living with dementia.

Pattison Outdoor is Canada's leading Out-of-Home advertising company, with coverage in more than 200 markets nationwide. From billboards and transit to digital displays, they connect brands with audiences through visible and engaging campaigns. Offering planning, design, production, and analytics, they provide full-service support while emphasizing innovation, integrity, and sustainability in every community they serve.

CORUS Entertainment



We are grateful to Corus Entertainment for their generous support of the Alzheimer Calgary Walk & Run. Through media partnerships, promotional airtime, and cross-platform awareness, they've helped us reach far more people across the region. Their ongoing collaboration highlights their strong commitment to community causes and amplifies our mission year after year.

Corus Entertainment is a leading Canadian media and content company with a wide range of television, radio, and digital platforms. Their vision is to be Canada's most influential entertainment company, connecting audiences and brands through compelling stories, broad reach, and innovative programming.

The Freckleton Family

The Freckleton Family

We are incredibly grateful to Ron Freckleton and the entire Freckleton Family for their ongoing and heartfelt support of the Alzheimer Calgary Walk & Run. Their generosity has extended far beyond sponsorship — they have dedicated their time, energy, and creativity to championing this cause in countless ways. From hosting community events and selling calendars, to leading impactful fundraising efforts year after year, the Freckletons embody what it means to be true partners in our mission.

Ron, in particular, has been an extraordinary champion for Alzheimer Calgary, using his voice and leadership as an official Ambassador of the event to inspire others and raise critical awareness about dementia in our community. His passion and commitment are contagious, and his family's involvement continues to make a lasting difference for local families living with dementia. We are proud to celebrate and thank the Freckleton Family for the remarkable impact they have made and continue to make through their unwavering dedication.

Search & Social

Thank you to Search & Social for their generous sponsorship of the Alzheimer Calgary Walk & Run. Learn more about them at the QR code below!



SEARCH AND SOCIAL

CALGARY'S FASTEST GROWING MARKETING AGENCY

MAKE AN IMPRESSION

Social Media Management | Google & Meta Ads | Content & Video Creation
Branding | Custom Websites | SEO | Email Marketing

WANNA SEE  OUR WORK?

Exciting new activations!

The Alzheimer Calgary Walk & Run isn't just about crossing the finish line, it's about celebrating community, creating memories, and enjoying a meaningful morning together.

This year, we're thrilled to bring even more energy and fun to Prince's Island Park with a series of exciting onsite activations. Whether you're here to walk, run, cheer, or simply soak in the atmosphere, there's something for everyone to enjoy.

Capture the moment with Glo Foto's Photo Booths – Snap fun group shots with your team, your family, or even new friends you meet along the route. Don't forget to share your photos online and spread the Walk & Run spirit!

🧘 Relax and recharge with ACMT Massage Therapists – Treat your muscles (and yourself) after your walk or run with a complimentary massage. It's the perfect way to unwind while supporting your wellness.

🍴 Fuel up at YYC Food Trucks – A delicious lineup of local trucks will be on-site serving warm drinks and tasty bites. Rain, shine, or even snow, you'll be well-fed and ready to celebrate.

🎨 Family fun with Face Painting – The kids (and the kids at heart) can get decked out in colourful designs that keep the joyful energy flowing all morning long.

🎵 Live music from The Frontiers, brought to you by PM Gigs – Nothing sets the tone like live tunes! Enjoy great local music that will keep spirits high from start to finish.

🌳 Picnic Area powered by The Rental Brothers – New this year, gather with your friends, family, or team in a cozy picnic space. It's the perfect place to relax, warm up, and celebrate your incredible impact.

So bundle up, bring your energy, and get ready for an unforgettable event. This day is all about coming together, having fun, and raising vital funds to support dementia care and education in our community.

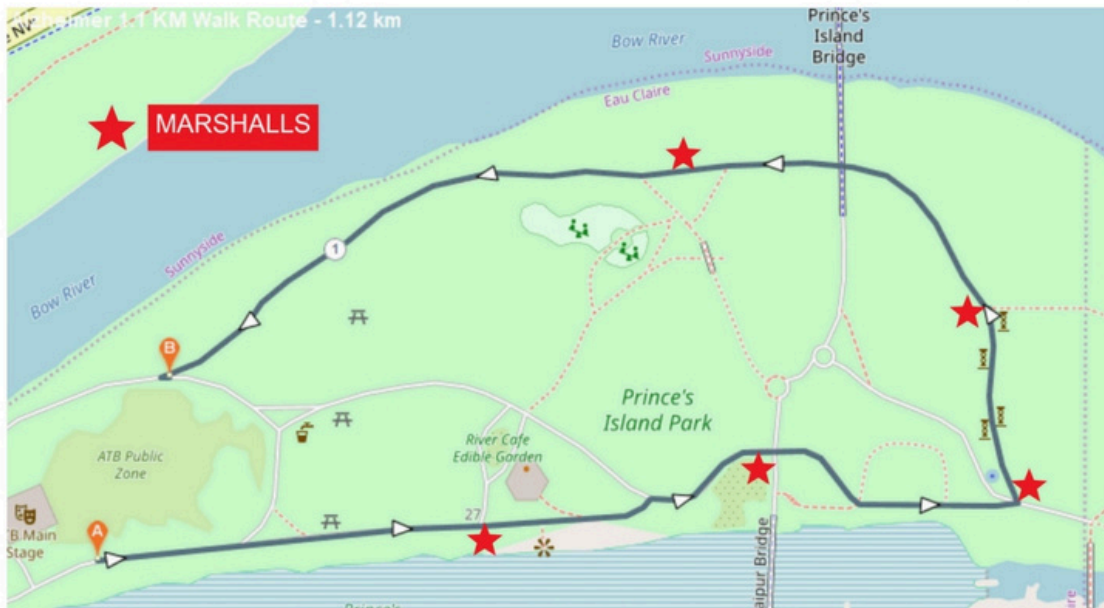


Race Maps

1km Walk

1 KM WALK ROUTE

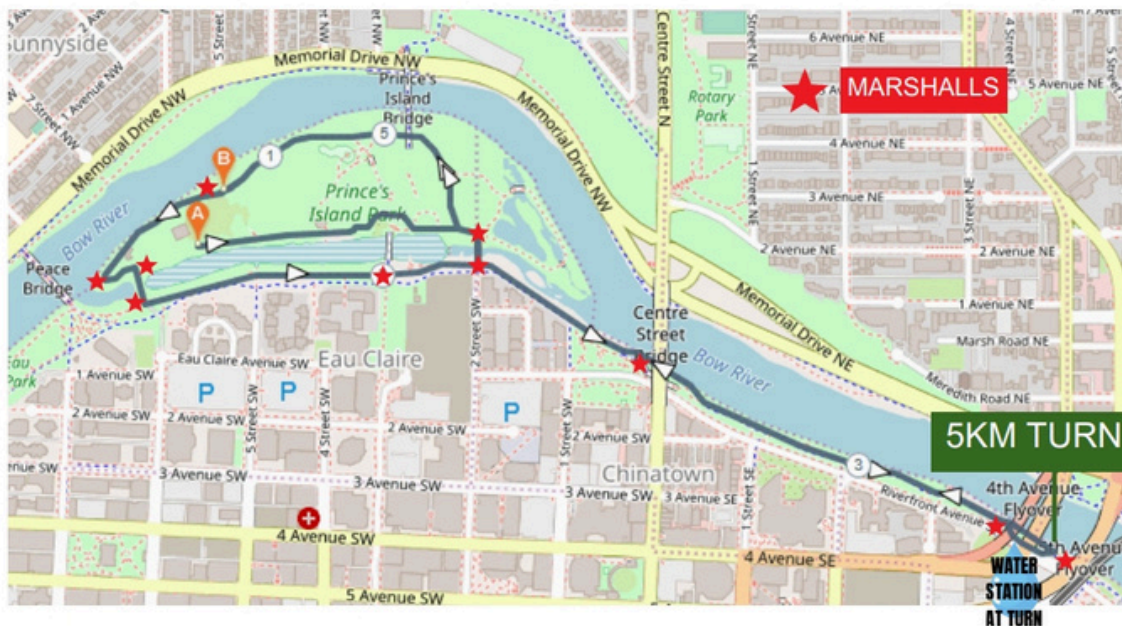
Link: <https://www.plotaroute.com/route/3039881>



5km Walk

5 KM WALK ROUTE

Link: <https://www.plotaroute.com/route/3039876>

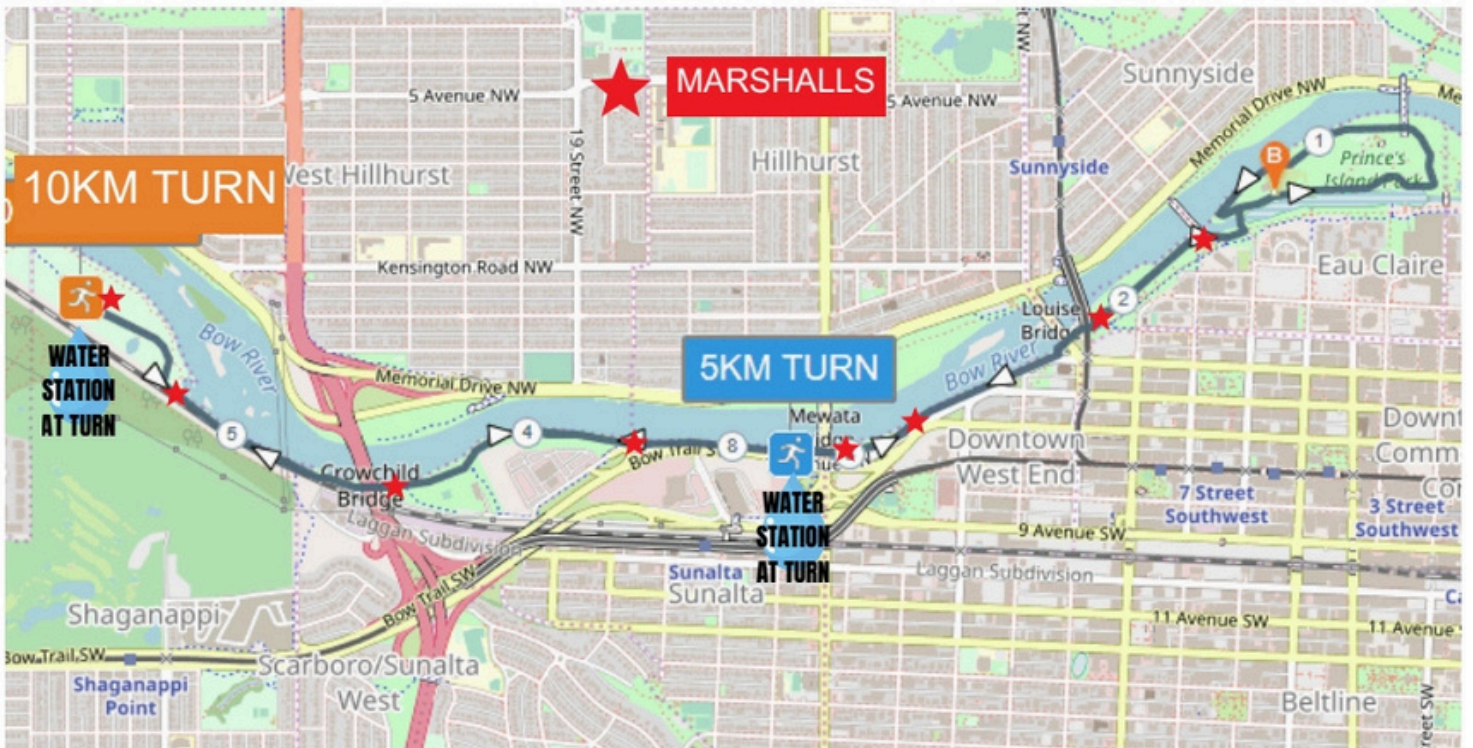


Race Maps

5km and 10km Run

5KM & 10KM RUN ROUTE

Link: <https://www.plotaroute.com/route/3039910>



Prizes

The Alzheimer Calgary Walk & Run offers incredible incentive prizes to help motivate participants to go the extra mile!

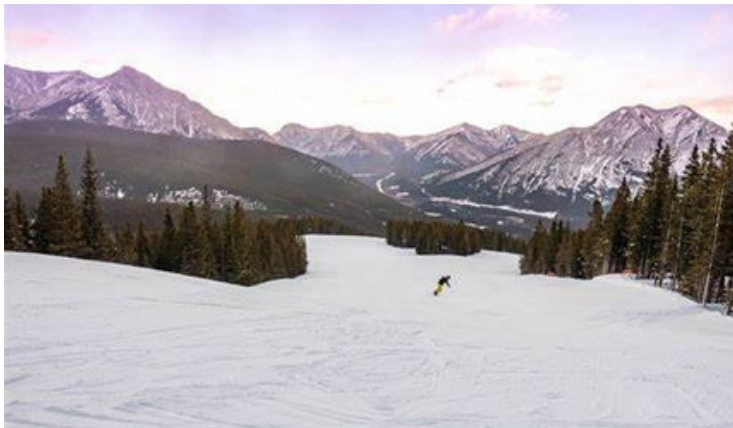
For every \$100 you raise, you will receive a draw entry to win one of these amazing prizes!

Green Drop



Take your lawn to new heights with the Green Drop Beautiful Basics lawn care program! Valued at over \$500, this program provides unlimited weed control, regularly scheduled fertilizer, soil boosters, aeration and over-seeding, and beautiful results – guaranteed! This package will provide healthy growth for your lawn, and colour throughout the entire season. Keep your lush green lawn and say goodbye to pesky weeds.

Nakiska



Two full-day lift tickets at Nakiska Ski Area! Nestled in the heart of the Canadian Rockies, Nakiska Ski Area offers a premier skiing destination renowned for its stunning alpine scenery and world-class facilities. Located just an hour's drive from Calgary, Nakiska boasts meticulously groomed trails suitable for all skill levels, from beginners to advanced skiers seeking a thrilling challenge. Nakiska Ski Area provides an unforgettable winter sports experience.

Theatre Calgary



Two tickets to the 2026 production of The Tale of the Gifted Prince by Theatre Calgary! The Tale of the Gifted Prince is a captivating theatrical production that weaves together timeless themes of destiny, identity, and purpose. Through richly drawn characters and evocative staging, the story follows a young prince endowed with extraordinary talents as he navigates challenges of power, responsibility, and self-discovery.

Buzz Boss



Season-long pest control for a buzz-free backyard, from the Buzz Bros!

Enjoy a summer free from unwanted pests with the Buzz Boss Insect Program — a full season of professional pest control designed to keep your backyard comfortable and buzz-free. This prize provides expert treatment that protects your outdoor space from mosquitoes, wasps, and other insects, so you can relax and enjoy every moment outside.

Calgary Flames in the Platinum Club



Two exclusive tickets to the Platinum Club at the Scotiabank Saddledome on November 7, to see the Calgary Flames take on the Chicago Blackhawks!

Enjoy premium seats with an unbeatable view of the action, and indulge in a gourmet buffet dinner, all in the luxurious setting of the Platinum Club. This is your chance to experience hockey at its finest, with the added satisfaction of supporting a great cause!

Team Prize

Has your team raised over \$1,000? You will receive an entry to win an incredible experience from Lazy Day Rafts!

Lazy Day Rafts: 6-Person Raft Experience!



Lazy Day Raft Rentals, located in the heart of Downtown Calgary with easy access to the Bow River, is the easiest and safest way to experience river rafting in Calgary! Take advantage of a **FULL DAY** of floating with no restrictions on float time.



The power of "Together"

Five easy steps to raise \$500

1. It begins with **you** – donate **\$50** to yourself. = **\$50**
2. Ask **four** loved ones to donate **\$50** to the team. = **\$250**
3. Ask **five** friends to donate **\$25** to the team. = **\$375**
4. Ask your employer to donate **\$50** to the team. = **\$425**
5. Ask **five** coworkers to donate **\$15** to the team. = **\$500!**

**And just like that, you've hit
your goal!**

Fundraising Tips & Tricks



Set a goal

Make it ambitious but achievable to motivate your team. Break down the goal: Divide it into smaller, individual goals for team members to track progress and celebrate milestones.



Amplify your message

Personalize your message with your unique story. Reach out to friends, family, colleagues, and potential donors with individual messages explaining why this cause matters to you.

Utilize social media and create a team page, share updates, and encourage online donations on platforms like Facebook and Instagram.

Host pre-event activities. Organize team meetups, training sessions, or social events to build camaraderie and excitement!



Fundraising strategies

Reward top fundraisers with small prizes or recognition to encourage friendly competition. Get creative with fundraising and organize bake sales, car washes, raffles, or themed events to raise additional funds.

Leverage your online fundraising page; it offers shareable, user-friendly fundraising pages with tracking and donation features.



Communicate

Update your team on progress, share event information, and offer encouragement through emails, social media, or team chats.

Recognize and thank donors by publicly acknowledging supporters and encouraging others to contribute.



Thank you to our Sponsors!

PRESENTING SPONSOR



EVENT SPONSORS

