

FOR IMMEDIATE RELEASE

Life Does Not End With a Dementia Diagnosis: A Conference Reframing the Conversation on Aging and Dementia

Montreal, QC — April 27, 2026 — The Eva Marsden Centre and Alzheimer Groupe Inc. (AGI) are proud to announce a collaborative health conference taking place on Thursday, May 7, at Ruby Foo's Hotel dedicated to rethinking what it means to live well after a dementia diagnosis. This free, full-day event aims to shift the public narrative from one of purely loss to one of resilience, connection, and purposeful living. This is the 8th annual health conference for the Eva Marsden Centre.

Titled "Life Does Not End With a Dementia Diagnosis", the conference brings together leading health professionals, researchers, patient advocates, and caregivers from across Canada. Together, they will share knowledge, lived experiences, and practical approaches that challenge stigma and highlight the possibility of meaningful, connected lives at every stage of dementia.

A Call for Mobilization and Understanding

Too often, public conversations around dementia focus solely on decline and loss. This event aims to broaden that narrative by creating space for stories of resilience, dignity, and continued purpose, while also equipping attendees with tools, resources, and community connections.

"This conference is about shifting how we engage with dementia, not as a closed chapter, but as a call to listen more deeply, respond more thoughtfully, and build systems that reflect the full humanity of those affected," said Miranda Potts, Community Health Advocate and Director of Outreach and Education at the Eva Marsden Centre. "True support for our aging population means ensuring that those living with dementia are not sidelined, but are instead provided with the resources, care, and platform to lead self-determined, fulfilling lives.

Karin Derouaux, Director of Alzheimer Groupe Inc., emphasized the importance of creating safe and compassionate spaces for dialogue.

"We want people to feel that they are not alone in this experience," said Derouaux. "Dementia can be difficult to talk about, but when we open up these conversations with care, honesty, and understanding, we begin to reduce stigma and create stronger, more supportive communities for everyone affected."

Distinguished Speakers and Lived Experience

The event features a diverse lineup of speakers dedicated to improving quality of life through advocacy and clinical expertise:

- Myrna Norman & David Norman: A prominent patient advocate and her caregiver husband who share insights on adapting to life after a diagnosis and improving quality of life. Myrna serves on the leadership committee for the Alzheimer's Society of B.C. and the executive team for Dementia Advocacy Canada.
- Dr. Laura Middleton: Associate Professor at the University of Waterloo, specializing in the impact of exercise and healthy lifestyles on cognitive and mental wellbeing.
- Dr. Catherine Ferrier: A family physician at the McGill University Health Centre with 40 years of experience, who will discuss the assessment of decision-making capacity and Medical Assistance in Dying (MAID).
- Government Representation: Mtre Paul G. Brunet, President and Chief Executive Officer of The Conseil pour la protection des malades (CPM) will be present to deliver a statement.

Beyond the keynote presentations, the conference will feature a dedicated space where attendees can engage with various nonprofit organizations like Seniors Action Quebec (SAQ), Hope for Dementia, New Hope Senior Centre, Coup de Balai, Cavendish Users' Committee, The Canadian Union for Postal Workers (CUPW-STTP) presenting their Hands Off My Post Office! campaign, various resources from McGill University, and The Cavendish Users' Committee.

The event received support from organizations like Golden Homecare, Bayshore Healthcare, and Lianis Senior Transition Support, who will also be in attendance sharing resources.

Event Details:

- Date: Thursday, May 7, 2026
- Time: 9:00 AM – 4:00 PM
- Location: Ruby Foo's Hotel, 7655 Boulevard Décarie, Montreal
- Cost: Free

Register here: <https://wl.donorperfect.net/weblink/weblink.aspx?name=E920051QE&id=257>

Full schedule:

<https://files.constantcontact.com/a222b182501/09ed1e9b-c394-4569-a9d1-a53bcadf8ec4.pdf?rd=1>

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About the Eva Marsden Centre

The Eva Marsden Centre is dedicated to supporting the well-being of our ageing population and their families through advocacy, direct support, education, and community outreach.

About Alzheimer Groupe Inc. (AGI)

Alzheimer Groupe Inc. provides support, education, and resources to individuals living with

dementia and their caregivers, working to enhance quality of life and foster inclusive, informed communities.

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