

Social Communities Donate Their Profile Pictures for World Alzheimer's Month

VANCOUVER, B.C., CANADA – September 20, 2013 –

The Alzheimer Society of B.C. — the society that provides support to anyone affected by Alzheimer's disease or other forms of dementia — invited KIMBO Design Inc. to create a social media campaign.

On September 1st, The Alzheimer Society of B.C. launched the *Journey of Caring* campaign on Facebook, LinkedIn and Twitter, encouraging social media users to donate their profile pictures to help raise awareness during World Alzheimer's Month.

Speaking on behalf of The Alzheimer Society of B.C., Marketing and Communications Manager Christine Leclerc said, "Using social media isn't a priority at most non-profit organizations, and many hesitate to dive right in. We hope *Journey of Caring* will help us to engage more diverse audiences through this increasingly critical online marketing channel."



The *Journey of Caring* campaign was developed with social branding services by KIMBO Design Inc., an award-winning digital marketing agency. This included the heart-shaped blue ribbon, logo, image selection, online video and messaging for Facebook posts and tweets using the hashtag #journeyofcaring. KIMBO designed and managed a Facebook ad buy with ad units featuring volunteer Carolyn Herbert's story championing support for caregivers, comedian and spokesperson Colin Mochrie, and calls to donate profile pictures.

KIMBO Design Inc. Principal and Creative Director Kim Pickett said, "Our agency collaborated with Alzheimer Society of B.C.'s in-house marketing team to engage people in ways that supported their existing campaigns, such as Anything for Alzheimer's, and complemented ongoing events, such as World Alzheimer's Month."

ABOUT THE ALZHEIMER SOCIETY OF B.C.

The Alzheimer Society of B.C. provides a provincial network of support and education for families impacted by dementia and people concerned about memory loss. Communities across the province count on the society for support services, information and education programs, advocacy to improve dementia care in B.C., and to fund research to find the causes and cures. As part of a national federation, the society is a leading health authority on the disease in Canada.

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ABOUT KIMBO DESIGN INC.

KIMBO Design Inc. is a digital agency that has been in business for more than 12 years. We specialize in graphic design, integrated communications and marketing for web and print. As an award winning creative agency, KIMBO Design is dedicated to encouraging engagement and enhancing comprehension through visual storytelling. With our clean, modern and minimalist signature style, we produce innovative, effective and sustainable creative.

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