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The End of Alzheimer's Starts with Cleveland

Alzheimer's Association Applauds Everyday Heroes during Inaugural World Alzheimer's Month in September

Public encouraged to "GO PURPLE" on Sept. 21!

CLEVELAND, OH, September 8, 2011 – With more than 35 million people living with dementia around the world and nearly 15 million Americans caring for a loved one with Alzheimer's, this global epidemic demands the same attention as its peers in the top 10 causes of death in the U.S. This September, the Alzheimer's Association is observing the inaugural World Alzheimer's Month.

In Ohio, there are **230,000** people living with Alzheimer's and more than 585,000 caregivers. The cost to states is staggering. Average per-person Medicaid payments for beneficiaries aged 65 and older with Alzheimer's and other dementias are nine times higher than Medicaid payments for those without the disease. **While Medicaid costs are \$37 billion today they will climb almost 400 percent by 2050.**

Behind every statistic there is a person, and that person has family and friends. Millions of people are enduring the devastation of this disease that steals memories, independence, control, time and ultimately life. Yet, there are heroes among us who refuse to back down to this cruel disease that currently has no survivors.

After Alzheimer's disease stole her mother, grandmother and now with concerns for her brother, Bonnie Marcus truly believes that the end of Alzheimer's starts with her. A resident of Shaker Heights, she has volunteered for the Alzheimer's Association for more than a decade and has been involved in all major fundraisers, bringing in significant contributions. Bonnie was Board President from 2003-2005 and now serves on the National Board. She served as chair of the annual dinner, an event that raises more than \$250K annually, and received our Volunteer of the Year Award in 2007.

Heroes like Bonnie know that the end of Alzheimer's has to start somewhere. **Join these heroes in the fight against Alzheimer's disease by declaring that "The End of Alzheimer's Starts with Me" and going purple on September 21st – Alzheimer's Action Day.** For more information on Alzheimer's disease or how to go purple, visit www.alz.org/wam.

About the Alzheimer's Association

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. Visit www.alz.org or call 800-272-3900.