



the compassion to care, the leadership to conquer

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**ALZHEIMER'S ASSOCIATION ADVOCATES URGE LEADERS TO ADDRESS
THE 5TH LEADING CAUSE OF DEATH IN THE STATE**

Cedar Rapids, IA –Alzheimer's disease is a progressive, degenerative disease of the brain and the 5th leading cause of death in Iowa. Despite promising scientific advances, there is still no way to prevent, treat or cure this disease. Local Alzheimer's advocates who are interested in educating elected leaders to make Alzheimer's disease a public policy priority and prepare Iowa for the future of Alzheimer's are invited to attend the Alzheimer's Association's Iowa Day at the Hill on Tuesday, February 21, 2012.

Iowa is experiencing an increase in its older population as the first wave of baby boomers reach 65, the age of greatest risk for developing Alzheimer's disease. More than 10,000 baby boomers a day turn the age 65 – that's one every eight seconds, a pattern that is expected to continue for the next 19 years. There are currently 69,000 residents in Iowa aged 65 and older battling Alzheimer's disease and other dementias. In less than 15 years, this number is expected to soar to 77,000 people in Iowa.

On February 21, 2012, advocates from across Iowa will gather at the State Capitol to discuss the implications Alzheimer's disease will have on Iowa if no action is taken. "Last year, Alzheimer's Association advocates were a critical component of helping pass House File 390, which led to the creation of the statewide Alzheimer's Disease Response Strategy," says Amanda Miller, Program Manager for the Alzheimer's Association. "This year, we are asking legislators to take that a step further and establish an Alzheimer's Disease Coordinator position and Multidisciplinary Advisory Group within the Iowa Department of Public Health. With an aging population, it is crucial to push the state to build a better infrastructure in preparation for the influx of new patients that will enter the system. Pressure is on the state to make the appropriate changes to handle the challenges that Alzheimer's disease will create here in Iowa."

The event will offer an orientation for advocates and will also include a birthday bash for baby boomers as a number of legislators are entering the age of greatest risk for Alzheimer's disease which is 65. Registration and additional details can be found at www.alz.org/eci.

About the Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support, advocacy, 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. For more information, visit www.alz.org/eci.

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