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CONTACT: Kate Meyer, 312.714.2769, kmeyer@alz.org

ALZHEIMER’S ASSOCIATION CONGRATULATES JULIANNE MOORE ON HER BEST ACTRESS ACADEMY AWARD WIN

CHICAGO, February 22, 2015 – The Alzheimer’s Association congratulates Julianne Moore on winning the Oscar for Best Actress at the 87th Annual Academy Awards. Playing the title character in the film “Still Alice,” Moore’s poignant portrayal of a woman diagnosed with younger-onset Alzheimer’s disease illustrates the impact of Alzheimer’s, the sixth-leading cause of death in the United States, on individuals and their families.

“On behalf of the more than 5 million Americans living with Alzheimer’s disease and their 15 million caregivers, huge congratulations to Julianne Moore for winning an Academy Award,” said Angela Geiger, chief strategy officer, Alzheimer’s Association. “Her beautiful and thoughtful performance in ‘Still Alice’ resonated with filmgoers and helped to elevate awareness and foster much needed conversation about Alzheimer’s disease.”

The Alzheimer’s Association has seen the power of Julianne’s performance in “Still Alice” through social media response. To enhance the conversation occurring around the movie and the disease, the Association asked constituents to celebrate friends and family members living with Alzheimer’s by sharing photos using #mybrain and #still[name]. Thousands responded, creating a meaningful online gallery (alz.org/gallery).

As The New York Times bestselling novel by Lisa Genova was adapted into film, the Alzheimer’s Association was proud to provide guidance to Julianne Moore, Kristen Stewart and the wonderfully talented and thoughtful screenwriting and directing team of Richard Glatzer and Wash Westmoreland, who were meticulous in their pursuit of accuracy, speaking with Alzheimer’s Association scientists, care experts and volunteers, including people with the disease and their family members.

“I was so impressed by Julianne Moore throughout the process of the film; she truly listened and wanted to know everything about how it feels to live with Alzheimer’s disease,” said Sandy Oltz, Alzheimer’s Association Early-Stage Advisor (diagnosed with Alzheimer’s at age 46). “I am so proud and impressed by how she brought the Alzheimer's disease experience to life with ‘Alice.’ As someone who is on the same journey, all of the awards and accolades that have come to Julianne for her performance, including the Oscar, are so well deserved and so important to all of us with Alzheimer’s disease.”

The facts about Alzheimer’s and women are illustrated in the film through the depiction of Alice and her daughter Lydia, who helps to care for her mom. Alzheimer’s disease affects women disproportionately: More than two-thirds of people living with Alzheimer’s are women, and 3 in 5 unpaid caregivers are women.

An amazing group of women intent on raising awareness about Alzheimer’s and changing these dramatic numbers played an integral role in the creation of the film. In addition to the artistry of Julianne Moore and Kristen Stewart, the power of women helped propel this film forward, including award-winning journalist and “Still Alice” executive producer Maria Shriver, producers Elizabeth Gelfand Stearns and Pamela Koffler, bestselling author of “Still Alice” Lisa Genova, Alzheimer’s Association Early-Stage Advisor Sandy Oltz and Alzheimer’s Association Chief Science Officer, Maria Carrillo. These women were a force behind the production and development of “Still Alice,” and they are intent on galvanizing women behind the Alzheimer’s cause through the Alzheimer’s Association My BrainTM initiative, a movement harnessing the power of women to wipe out Alzheimer’s (alz.org/mybrain).
“Julianne Moore and the women behind ‘Still Alice’ have helped ignite a national conversation with the film, and our hope is that their amazing work inspires other to join My Brain to truly change the course of Alzheimer’s disease for millions,” said Geiger.

**About the Alzheimer’s Association®**
The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer's 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. For more information, visit [alz.org](http://alz.org).

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