WASHINGTON, D.C., April 24, 2013 – With more than 900 advocates from all 50 states gathered in nation’s capital for the Alzheimer’s Association 25th Advocacy Forum, the Senate Aging Committee held a hearing to evaluate progress on implementing the country’s first-ever National Plan to Address Alzheimer’s Disease. Ashley Campbell, who was in town to attend the Alzheimer’s Association National Dinner with her father, country music legend Glen Campbell, testified at the hearing.

As required by the National Alzheimer’s Project Act (P.L. 111-375) that was passed unanimously with bipartisan congressional support in 2010, the National Alzheimer’s Plan has been developed under the direction of Department of Health and Human Services Secretary Kathleen Sebelius, and submitted to Congress — consistent with the goals established by the National Alzheimer’s Project Act with the promise of important progress as fully implemented. The Alzheimer’s Association lauds Chairman Bill Nelson (D-FL) and Ranking Member Susan Collins (R-ME) for holding this first congressional hearing dedicated to tracking progress of the National Alzheimer’s Plan.

“The Alzheimer’s Association has been involved in every step of the creation of the National Alzheimer’s Plan,” said Harry Johns, President and CEO of the Alzheimer’s Association and member of the National Alzheimer’s Plan Advisory Council. “We remain steadfast in our commitment to securing the resources needed to achieve each of the plan’s five critical goals, including to prevent and effectively treat Alzheimer’s disease by 2025.”

Alzheimer’s advocates draped in purple sashes attended the hearing between meetings with their elected officials to appeal for meaningful action to advance research while supporting the millions of American families currently impacted. Advocates asked legislators to support a strong National Alzheimer’s Plan with the necessary resources, including $100 million in fiscal year 2014 for Alzheimer’s research, education, outreach, and caregiver support activities, and to co-sponsor the recently reintroduced “Health Outcomes, Planning, and Education (HOPE) for Alzheimer’s Act” (S. 709/H.R. 1507).

“For my dad and my family, talking about his diagnosis publicly was important. It is important for people to know that individuals with Alzheimer’s can keep doing what they love -- that life doesn't end right away when you are diagnosed with Alzheimer's,” said Ashley Campbell at the hearing.

The National Alzheimer’s Plan Advisory Council is meeting Monday, April 29 to hear presentations from international partners on their efforts to address Alzheimer's disease. There will also be a presentation on the priorities set during the May 2012 research summit and the milestones for achieving the 2025 goal. The federal partners will provide an update on the progress of implementing the National Plan to Address Alzheimer's Disease and will discuss highlights of the 2013 National Plan Update. The next draft of the plan is expected in mid-May.

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According to the Alzheimer’s Association 2013 Alzheimer’s Disease Facts & Figures report, Alzheimer’s currently costs the nation $203 billion annually with projections to reach $1.2 trillion by 2050. The direct cost of Alzheimer’s and related dementia is greater than for any other condition in the U.S., including heart disease and cancer, according to a recent study in the New England Journal of Medicine. In addition to the financial toll, Alzheimer’s is emotionally and physically draining for the 15.4 million family and friends who provided 17.5 billion hours of unpaid care to those with Alzheimer’s and other dementias in 2012. More than 60 percent of Alzheimer's and dementia caregivers rate the emotional stress of caregiving as high or very high; more than one-third report symptoms of depression.

**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 [www.alz.org](http://www.alz.org).

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