



the compassion to care, the leadership to conquer

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FOR IMMEDIATE RELEASE

Contact: **Jessi Kelly**
Outreach Coordinator
319.294.9699
Jessica.kelly@alz.org

**FREE ALZHEIMER'S ASSOCIATION
WORKSHOP TEACHES IMPORTANCE OF EARLY DETECTION**

(Oelwein, IA)– As many as 5.4 million Americans are living with Alzheimer's disease. This year the first wave of baby boomers begins turning 65 — which is not only the age of Medicare eligibility, it is also the age of greatest risk for developing Alzheimer's disease. The Alzheimer's Association East Central Iowa Chapter will offer a *Know the 10 Signs: Early Detection Matters* workshop on Thursday, April 28, 2011 at 3pm. The workshop will be held at Arlington Place Assisted Living in Oelwein, located at 1101 3rd St. SW.

The Alzheimer's Association *Know the 10 Signs: Early Detection Matters* program provides attendees with an understanding of the difference between age-related memory loss and Alzheimer's and what to do if they or someone they know has signs of the disease. The workshop covers the warning signs of Alzheimer's disease, a basic overview of the disease, what is involved in getting a diagnosis and the benefits of early detection. "Early diagnosis gives individuals the power to make choices about their own health and future with Alzheimer's in the picture," says Jessica Kelly, Outreach Coordinator for the Alzheimer's Association. "Delays in diagnosis mean individuals are not getting treatment in the earlier stages of the disease when they are most effective. They also miss the opportunity to make legal, financial and care plans."

This FREE workshop is presented by the Alzheimer's Association East Central Iowa Chapter. **Registration is appreciated but walk-ins are welcome.** A minimum of 10 attendees must be registered for the presentation to occur. For more information or to register, call 1.800.272.3900 or visit www.alz.org/eci.

About the Alzheimer's Association:

The Alzheimer's Association is the 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 disease. For more information, visit www.alz.org/eci.

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