



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

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**Alzheimer's Association to Hold Annual Alzheimer's Disease and Dementia
Education Conference**

(Cedar Rapids, IA)- The Alzheimer's Association East Central Iowa Chapter will host the 17th Annual Alzheimer's Disease and Dementia Education Conference on Wednesday, August 10 and Thursday, August 11 at the Kirkwood Hotel located at 7725 Kirkwood Blvd. SW in Cedar Rapids.

The conference will begin with a free evening session for care partners, family, and friends on Wednesday, August 10, 2011. The evening session will begin at 4:45 p.m. when attendees will have the opportunity to visit sponsor booths before the first evening program begins. Evening topics include *Current Progress in Understanding and Treating Alzheimer's*, presented by Dr. Susan Schultz of the University of Iowa Carver College of Medicine, *Traveling the Caregiving Journey* presented by David Troxel, M.P.H. and *Treatment Teams and Families*, an expert panel discussion on effective communication between health care providers and family caregivers. Onsite respite will be available for persons with dementia if requested by Monday, August 8, 2011. A light dinner is included in the evening.

The day session of the conference targeted at professional and paraprofessional caregivers will be held on Thursday, August 11. David Troxel M.P.H., author of *The Best Friend's Approach to Alzheimer's Care* will be presenting four lectures during the conference. David is an

internationally known expert in Alzheimer's and memory care. He is best known for his work with residents and families. David holds a Masters Degree in Public Health from Rutgers Medical School. Attendees of the day session will also hear from Dr. Susan Schultz, Ruth Drew, Director of Family and Information Services at the Alzheimer's Association and an expert panel in the breakout sessions.

The conference registration fee for the day session is \$85. The fee includes lunch, refreshments, handouts, and CEUs or certificates for contact hours. To view the entire conference schedule and brochure or to register, call the Alzheimer's Association East Central Iowa Chapter at 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's research, care, advocacy and support. 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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