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Alzheimer's Association Applauds Everyday Heroes during Inaugural World Alzheimer's Month in September

The End of Alzheimer's Starts with Iowa

Cedar Rapids, IA September 7, 2011 – With more than 35 million people living with dementia around the world and nearly 15 million Americans caring for a loved one with Alzheimer's, this global epidemic demands the same attention as its peers in the top 10 causes of death in the U.S. This September, the Alzheimer's Association is observing the inaugural World Alzheimer's Month.

In Iowa, there are 69,000 of people living with Alzheimer's and 131,854 caregivers. The annual cost to our country in healthcare, long-term care and hospice for people with Alzheimer's disease was a staggering \$83 billion in 2010. Behind every statistic there is a person, and that person has family and friends. Millions of people are enduring the devastation of this disease that steals memories, independence, control, time and ultimately life. Yet, there are heroes among us who refuse to back down to this cruel disease that currently has no survivors.

On Thursday, September 1, 2011, Governor Branstad recognized the individuals, families, friends and caregivers – the heroes – for their daily perseverance in the fight against Alzheimer's disease by signing a proclamation declaring the month of September, Iowa Alzheimer's Disease Month. Of the 69,000 Iowans who have Alzheimer's disease, as many as 4% of those are individuals under the age of 65 who have younger-onset Alzheimer's. Alzheimer's disease is the fifth leading cause of death in Iowa. Currently, there is not a way to slow, cure or prevent this devastating disease.

Everyday heroes know that the end of Alzheimer's has to start somewhere. Join these heroes in the fight against Alzheimer's disease by declaring that "The End of Alzheimer's Starts with Me" and going purple on September 21st – Alzheimer's Action Day. For more information on Alzheimer's disease or how to go purple, visit www.alz.org/wam.

About the Alzheimer's Association

The Alzheimer's Association is the world's 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. Visit www.alz.org or call 800-272-3900.

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