



the compassion to care, the leadership to conquer

---

FOR IMMEDIATE RELEASE

September 17, 2009

**Contact: Kelly Hauer, Executive Director  
Alzheimer's Association East Central Iowa Chapter  
319-294-9699  
Kelly.hauer@alz.org**

**Congressman Bruce Braley sponsors landmark legislation addressing escalating  
Alzheimer's crisis**

**(Waterloo, IA, September 17)**- The Alzheimer's Association East Central Iowa Chapter commends Congressman Bruce Braley for cosponsoring the *Alzheimer's Breakthrough Act of 2009* (H.R. 3286). For the more than 5 million people nationwide living with Alzheimer's, and the 67,000 living here in Iowa, it is a tremendous step in the fight against the disease and offers great promise for someday having a world without Alzheimer's.

With an aging baby boomer population soon to be at the epicenter of an escalating Alzheimer crisis, the disease is quickly becoming the country's biggest, broadest and most expensive problem- to individuals, families, and the healthcare system. According to the Alzheimer's Association's *2009 Alzheimer's Disease Facts and Figures* report, total healthcare costs are more than three times higher for people with Alzheimer's and other dementias than for other people the same age without the disease. For the last six years, federal funding for Alzheimer research has declined in real terms. In fact, for every dollar the government spends on the costs of Alzheimer care, it invests less than a penny in research to find a cure. This is all while the loss of lives and costs to Medicare and Medicaid continue to soar.

The legislation authorizes a significant increase in funding for Alzheimer research at the National Institute of Health (NIH) to \$2 billion to restore momentum to the pursuit of better diagnosis,

prevention and treatment of Alzheimer's disease. "The Alzheimer's Association commends Congressman Braley for his recognition of the growing threat of Alzheimer's," said Kelly Hauer, Executive Director of the Alzheimer's Association East Central Iowa Chapter. "By supporting the *Alzheimer Breakthrough Act*, Congressman Braley has signaled his understanding of the grave threat Alzheimer's poses to the residents of Iowa and the nation."

In addition to the increase in research funding, this legislation provides much needed support for the nearly 10 million caregivers nationwide, including over 96,000 Alzheimer's caregivers who live in Iowa. Every day these individuals grapple with the emotional, physical, and financial challenges of caring for someone with Alzheimer's or a related dementia. The bill provides vital resources and tools to assist caregivers in their demanding role. It also calls for a national summit on Alzheimer's to look at promising research possibilities and programs that are important in fighting this disease and supporting those who are struggling with it.

Alzheimer's disease poses tremendous human, social and economic burdens on the nation and its effects will be a challenge to us all. The *Alzheimer Breakthrough Act* is a significant step forward in the fight against this disease. The Alzheimer's Association East Central Iowa Chapter thanks Congressman Braley for his leadership in supporting this meaningful legislation that is so vital for Iowa and the nation.

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care 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](http://www.alz.org/eci).

###