



the compassion to care, the leadership to conquer

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**National Initiative Urges 10 Million At-Risk Boomers to
“Face Alzheimer’s”**

Virtual Community Allows Those Affected to Share Stories and Raise Awareness

(Cedar Rapids, IA) December 3, 2010 - With as many as 10 million baby boomers at risk for developing Alzheimer’s, the Alzheimer’s Association and Pfizer are collaborating to help raise awareness of Alzheimer’s disease by telling all Americans, “It’s Time to Face Alzheimer’s.” The effort also seeks to address the stigma associated with Alzheimer’s and encourage people to share their photos and tell their stories of how the disease has affected them. The initiative will culminate with a featured float, called “The Boomer Express,” in the 122nd Tournament of Roses® Parade on New Year’s Day.

“Alzheimer’s is a looming crisis that today affects as many as 69,000 right here in Iowa and more than 5 million Americans across the country,” said Kelly Hauer, Executive Director of the Alzheimer’s Association East Central Iowa Chapter. “The disease not only impacts individuals, it touches entire families, including 106,474 caregivers in Iowa and with the first wave of baby boomers begins to turn 65 next year – the numbers of people affected will only continue to escalate.”

Through this effort, people are invited to voice their support for the need to address this devastating disease, and to share photos and stories about how they have been affected via the website, www.TimetoFaceAlz.org. This website will showcase the submitted photos and stories through an interactive Faces of Alzheimer’s mosaic.

The initiative will culminate with a float – “The Boomer Express” – that will make the 5½ mile run at the Rose Parade, themed *Building Dreams, Friendships & Memories*, on New Year’s Day in Pasadena, Calif. “The Boomer Express” is a 55-foot long train that will ring its bell every 70 seconds to represent how frequently someone in America develops Alzheimer’s. Members of the Alzheimer community, including individuals living with Alzheimer’s and their caregivers, will be among those riding in the float.

For more information about *It's Time to Face Alzheimer's* and Alzheimer's disease, please visit www.TimeToFaceAlz.org or contact the Alzheimer's Association East Central Iowa Chapter at 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. For more information, visit www.alz.org.