

alzheimer's  association®

## CHICAGO RITA HAYWORTH GALA

SATURDAY, MAY 12, 2018

PROGRAM BOOK

PURE  
IMAGINATION

  
ROLEX



*Celebrating 100 Glamorous Years*

HAPPY BIRTHDAY, RITA!

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## CHICAGO RITA HAYWORTH GALA

### EVENING'S PROGRAM

GREETINGS FROM GALA CHAIRS  
ALLIE & JON HARRIS

2018 CAREGIVER AWARD  
NATALIE MORALES & JOSEPH RHODES

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GREETINGS FROM GENERAL CHAIR & FOUNDER  
PRINCESS YASMIN AGA KHAN

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2018 PURE IMAGINATION AWARD  
KAREN WILDER & JORDAN WALKER-PEARLMAN

\*\*\*\*\*

MISSION MOMENT

\*\*\*\*\*

LIVE AUCTION

RAFFLE DRAWING

\*\*\*\*\*

ENTERTAINMENT  
KEN ARLEN EVOLUTION ORCHESTRA

2018 CHICAGO RITA HAYWORTH GALA - "PURE IMAGINATION"

## A Message from the Alzheimer's Association President & CEO and Board Chair

HARRY JOHNS  
PRESIDENT & CEO  
ALZHEIMER'S ASSOCIATION



Welcome to the 31st annual Alzheimer's Association Chicago Rita Hayworth Gala. Thank you for your generous support, which allows us to raise awareness, advance public policy, ensure care and support, and accelerate research to ultimately end Alzheimer's disease – the nation's sixth-leading cause of death and the only cause among the top 10 that cannot be cured, prevented or even slowed.

The Alzheimer's Association® is the leading voluntary health organization in Alzheimer's care, support and research. Since the inception of the Rita Hayworth Galas in New York in 1984, guests like you have raised more than \$74 million to enable the Association to continue our work.

Today, more than 5 million Americans are living with Alzheimer's and this number is expected to skyrocket to as many as 14 million by 2050. Your presence tonight and continued commitment to the Association helps us work tirelessly to ensure that those living with the disease, their families and their caregivers have access to the resources and services they need as we move toward



CHRISTOPHER BINKLEY  
CHAIR, BOARD OF DIRECTORS  
ALZHEIMER'S ASSOCIATION

our vision of a world without Alzheimer's. We would like to recognize those who have been instrumental in making this event a success. We give a special thanks to our Chairs, Allie and Jon Harris, for their enthusiasm and devotion. To the dedicated Steering Committee, thank you for your continued commitment and hard work. Lastly, we are especially thankful for Gala General Chair and Founder Princess Yasmin Aga Khan, whose steadfast support makes the Rita Hayworth Gala possible.

This evening we are proud to honor Natalie Morales and Joseph Rhodes, Caregiver Award recipients, and Karen Wilder and Jordan Walker-Pearlman, Pure Imagination Award recipients. Through their outstanding contributions, advocacy, and tenacity, these individuals are combating Alzheimer's every day. We thank you all for your dedication and inspiring support of the Association.

Finally, we thank each of you for joining us on this special evening and for your continued commitment to the Alzheimer's Association and our cause.

2018 CHICAGO RITA HAYWORTH GALA – "PURE IMAGINATION"

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## A MESSAGE FROM THE GALA CHAIRS

ALLIE & JON HARRIS

**Time is a precious thing. Never waste it.**

– WILLY WONKA

Welcome to the 31st annual Alzheimer's Association Chicago Rita Hayworth Gala. We are so proud to chair this special event and are deeply grateful for your support of the Alzheimer's Association.

Allie and I both imagine a day without Alzheimer's and thanks to your support, we are advancing the fight in meaningful ways. Presently, an estimated 5.7 million Americans are living with Alzheimer's dementia, including more than 200,000 individuals under the age of 65.

Today, someone in the United States develops Alzheimer's every 65 seconds. By mid-century, it is estimated that a new person in this country will contract the disease every 33 seconds. Your support is critical to finding a cure and developing better treatments for this disease. To help us in this fight, we enlisted the incredible talents of our Steering Committee whose hard work and steadfast guidance have created this night of Pure Imagination. Thank you to our past Gala Chairs for their continued support, guidance and unwavering determination.

None of this would be possible without Princess Yasmin Aga Khan, founder of the Rita Hayworth Galas, which in total have raised more than \$74 million. In addition, we acknowledge the founding President of the Association, the late Jerome Stone and remain grateful for his incredible vision. Finally, we would like to thank Harry Johns, President and CEO of the Alzheimer's Association, whose superior leadership carries our vision to new and better heights.

This year, we are delighted to honor the following individuals:

- NBC Access Hollywood host Natalie Morales, husband Joseph Rhodes and father-in-law Joe Rhodes with the 2018 Caregiver Award. The family has served as champions for the Association in honor of Joseph's mother, Kay Rhodes, who passed away in 2016 after a 15-year battle with early-onset Alzheimer's.

- Karen Wilder, widow of the late iconic actor Gene Wilder, and Jordan Walker-Pearlman, American film maker and Mr. Wilder's nephew, with the 2018 Pure Imagination Award. Mr. Wilder passed away in August 2016 at the age of 83 after a lengthy battle with the disease.

**Anything you want to, do it.  
Want to change the world?**

**There's nothing to it. – WILLY WONKA**

This year's honorees are true advocates and exemplary supporters of the Association who continue to use their influence to share their very personal stories to raise awareness and funds in finding a cure for this serious disease. Allie and I are grateful to join the past and present leaders, Gala Steering Committee members, honorees, sponsors and supporters who fearlessly lead and dare to imagine our first Alzheimer's survivor.

Thank you for joining us this evening for a night of Pure Imagination, with your help we will change the world.



2018 CHICAGO RITA HAYWORTH GALA – "PURE IMAGINATION"

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## A MESSAGE FROM THE GENERAL CHAIR & FOUNDER

PRINCESS YASMIN AGA KHAN

Good evening! This year the Chicago Rita Hayworth Gala celebrates "Pure Imagination," a wonderful homage to the wildly imaginative minds we have lost to Alzheimer's disease and those who fight every day to find an end to it. This year also marks what would have been my mother's 100th birthday. In her honor on this special evening, I invite you to imagine what we can do together to find that golden ticket- an end to Alzheimer's.

Through the years, we have celebrated advancements in the cause, met new friends and sponsors, danced the night away and most importantly, supported each other through the painful journey of Alzheimer's disease. More than anything, I hope the legacy of this event is the visual representation that you are not alone in this fight.

Thanks go to this year's Gala Chairs, Allie & Jon Harris, who led the event and the committee with unparalleled imagination and passion for the cause. I send my appreciation to our Gala Steering Committee who worked all year long to bring us this beautiful evening and fabulous auction. As always, I must recognize and thank Harry Johns, the President & CEO of the Alzheimer's Association, and Christopher Binkley, Board Chairman for their outstanding leadership and vision.

Tonight, it is a joy to recognize Gene Wilder's family, Karen Wilder and Jordan Walker-Pearlman with the Pure Imagination Award. Karen and Jordan experienced firsthand the loss of Gene Wilder's infinite imagination to this devastating disease. They have channeled this experience into action, advocating for the millions of families affected. I am also thrilled to present the Caregiver Award to our celebrity champion, Natalie Morales and her family, Joseph Rhodes and Joe Rhodes, who use their influential voice to shine a light on the disease and on our caregivers- the true champions.

We've come a long way since the first Chicago Rita Hayworth Gala. Because of the people in this ballroom, and everyone who has supported the Gala over the last 31 years, the Rita Hayworth Galas have been able to provide \$74 million to the Alzheimer's Association. Those funds help families living with the disease today and also give hope to us all that one day we will find the first survivor.

**Enjoy the evening and thank you  
for your support.**

2018 CHICAGO RITA HAYWORTH GALA - "PURE IMAGINATION"



STEWART WICHT  
PRESIDENT & CEO  
ROLEX WATCH USA

## A message from the Corporate Underwriter

Good evening and welcome to the Alzheimer's Association Chicago Rita Hayworth Gala. For more than a decade, Rolex has been a corporate underwriter of the New York Rita Hayworth Gala. This year we are proud to expand our support and strengthen our commitment to this important cause by supporting this incredible event in the home of the Alzheimer's Association.

We stand united with Princess Yasmin Aga Khan, the Gala Steering Committee and tonight's honorees as we dare to imagine a world without Alzheimer's disease.

The number of Americans living with Alzheimer's disease is growing - and growing fast. An estimated 5.7 million Americans are living with the disease, and that number could grow to as many as 14 million by 2050.

This disease is one of the great public health crises of our time, and on behalf of everyone affected, their families and their caregivers, Rolex is committed to remaining a passionate contributor to the movement

to find the first survivor. We applaud Gala Chairs Allie and Jon Harris for their leadership and vision to make tonight's event such a powerful experience and for their steadfast commitment to the cause.

We thank Natalie Morales, Joseph Rhodes and Joe Rhodes, the Caregiver Award recipients, and Karen Wilder and Jordan Walker-Pearlman, the Pure Imagination Award recipients, for their work to raise awareness and inspire others to join the fight. We celebrate the work of the Gala Steering Committee and thank them for shaping this important event.

More than anything, we are grateful to Princess Yasmin Aga Khan, who is a shining example of the difference one person can make. Her imagination has grown this cause and brought hope and inspiration to millions for over 30 years. May we all be inspired by her passion and commitment to making Alzheimer's a thing of the past.

Thank you all for being here tonight & I hope you enjoy the evening.



2018 CHICAGO RITA HAYWORTH GALA - "PURE IMAGINATION"

## 2018 CAREGIVER AWARD

### NATALIE MORALES JOSEPH RHODES & JOE RHODES

Natalie Morales and Joseph Rhodes receive the 2018 Alzheimer's Association Caregiver Award this evening for their extraordinary contributions to the Alzheimer's Association. This award recognizes individuals who go above and beyond as advocates, supporters and volunteer leaders. Natalie and her husband Joseph are more than deserving of this honor and an inspiration to the Gala Steering Committee. They share this award with Joseph's father, Joe Rhodes who could not attend the gala this evening.

A Celebrity Champion for the Alzheimer's Association, Natalie has used her voice to raise awareness and funding to help find a cure. Kay Rhodes, Natalie's mother-in-law was diagnosed with early-onset Alzheimer's in her mid-50's and suffered more than 15 years with the disease. On the "Today Show" Natalie featured segments on the Alzheimer's Association and the role of caregivers, the true champions—and spoke openly about her family's personal experience.

Natalie Morales is the West Coast anchor of NBC's "TODAY Show," host of NBCU's "Access" and co-host of "Access Live." She previously served as news anchor of "TODAY" and was co-host of the show's third hour. She joined "TODAY" in 2006 as

a national correspondent and reports for all NBC News platforms including "NBC Nightly News," "Dateline" and MSNBC. She hosts "Dateline" in syndication, which is widely distributed.

Natalie continues to advocate for brain health through her recently released book "At Home with Natalie: Simple Recipes for Healthy Living from My Family's Kitchen to Yours," sharing her favorite recipes, memories and tips for a healthy lifestyle. She is also an avid runner and has completed the NYC half-marathon on the "Athletes to End Alzheimer's" team.

In addition to being the proud husband of Natalie and proud father to their two young boys, Joseph Rhodes is the founder of Stockton Road Capital, a private equity practice focused on the consumer products sector and currently serves as the Managing Partner of Hummingbird Brands and the President of Lenny & Larry's, a leading protein snack company. Before founding Stockton Road, Joseph was an investment banker focused on Mergers & Acquisitions with the Union Bank of Switzerland and Kidder, Peabody & Co. Joseph attended college at the University of Colorado, Boulder and has an MBA from Columbia University.

**Please join us in congratulating  
& thanking Natalie Morales, Joseph Rhodes & Joe Rhodes!**

2018 CHICAGO RITA HAYWORTH GALA - "PURE IMAGINATION"

## 2018 PURE IMAGINATION AWARD

### KAREN WILDER & JORDAN WALKER-PEARLMAN

The Alzheimer's Association is honored to recognize **Karen Wilder** and **Jordan Walker-Pearlman** with the 2018 Pure Imagination Award for their extraordinary contributions to the Alzheimer's Association and the Chicago Rita Hayworth Gala. This award recognizes the creative power of individuals who reach out advocate and support our vision for a world without Alzheimer's.

Karen Wilder took on the role of caregiver for her husband, legendary actor Gene Wilder, when he was diagnosed with Alzheimer's until his passing in 2016. Karen was instrumental in the creation and launch of the "Pure Imagination Project," a digital campaign conceptualized pro-bono by advertising firm MullenLowe with the Alzheimer's Association and launched in November 2017. The campaign encourages all to lend their imagination to the fight and support efforts aimed at ending this devastating disease. To bring greater awareness to the campaign and cause, Karen penned a poignant and candid essay for ABC News, also included in this program book, that shared her caregiving experience, as well as the startling statistics around Alzheimer's disease and caregiving. The essay received an overwhelming response, and

was shared thousands of times on social media. The "Pure Imagination Project," which Karen Wilder made possible, is the inspiration for this evening's theme and today we honor her for sharing her story and providing a voice to the more than 15 million Alzheimer's caregivers across the country.

Jordan Walker-Pearlman is an American Film Maker and political fundraiser and the nephew of Gene Wilder, who co-parented him from an early age. The two collaborated on the recorded version of the actor's last novel, "Even Dogs Learn How To Swim," which was released in February 2018.

Since Gene's death, Jordan has spoken around the country in support of research to end the disease, and raises funds to contribute to the cost of care for families that could otherwise not afford it.

Jordan is currently directing the feature motion picture "Ghetto Plainsman," and is at work on a childhood memoir, "Harlem, Hollywood," detailing stories from his experiences growing up between his Uncle and his Grandmother.

**Please join us in congratulating  
& thanking Karen Wilder & Jordan Walker-Pearlman!**

2018 CHICAGO RITA HAYWORTH GALA - "PURE IMAGINATION"





### The CoverGirls Violin Show

Rockstar Glamour Girls. The women of The CoverGirls Violin Show combine beauty, charisma and talent with their signature purple electric violins, colorful costuming, choreographed movement and the greatest hits of Rock and Pop for an unforgettable musical revue from Led Zeppelin to Lady Gaga. The CoverGirls Violin Show has been inspiring audiences in Chicago and across the country since 2009 and they are quickly becoming one of the country's top female rock string groups, performing nearly 100 dates a year.

The CoverGirls violinists are among Chicago's most versatile and accomplished full-time professional string artists with an impressive resume of individual and group accolades. More importantly to the group, however, is its mission to see the walls between musical genres come tumbling down, and through its joyful expression, to bend the minds of both young and old toward a new modern concept of the violin.

## SPECIAL PERFORMANCES

### Ken Arlen Evolution Orchestra

Winner of the *Big Bash* Entertainment Act of the Year and voted by *Chicago* magazine as the "Top Choice" for a dance band in the city, the Ken Arlen Evolution Orchestra has ignited thousands of special events with its unique style, stage presence and contemporary music selection. Evolution features six incredible vocalists, the Sirens rock violins, sizzling horns, and the tightest rhythm section in the country.



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# PURE IMAGINATION

## 2018 GALA COMMITTEES

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PRINCESS YASMIN AGA KHAN

**GALA CHAIRS**  
ALLIE & JON HARRIS

### 2018 GALA STEERING COMMITTEE

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Cathy & Ken Edge  
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Corey Fitzpatrick Huth  
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Mandy Marks

Kelly Morgan  
James Murphy  
Abby Nicoletti  
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Rozmin & Ebrahim Valliani

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## PAST CHICAGO GALA CHAIRS



1987  
Sadie Berkson



1987  
Carole Kallish



1988  
Carole David Stone



1988  
Nancy Peck



1989  
Elizabeth  
Snider Drey



1989  
Donna Lease (Sugar)  
Rautbord



1990  
Bernice Pink



1991  
Linda Yu &  
Caryn Shurrick



1992  
Pamela Sheffield &  
Ellen O'Conner



1994  
Kathy Finley



1995  
Jewel & Nagulo  
Mankarious



1996  
Alice & John  
Sabl



1997  
Linda & Robert  
Mendelson



1998  
Sherry & Peter John



1999  
J.B. Pritsker &  
Andrea Murphy



2000  
Ingrid Griffin



2001  
JoAnn M. Shaw &  
Roger A. Quick



2002  
Barbara & William  
Feldman



2003  
Gail & Reginald  
Garratt



2004  
Carole & Al Feiger



2005  
Kay & John  
Van Cleave



2006  
Barbara & Bruce  
Taylor, Cindy & Jim  
Robinson &  
Jeff Taylor



2007  
Cathy & Ken Edge



2008  
Phoebe Stone  
Nitekman &  
Jim Stone -  
On behalf of the  
Stone Family



2009  
Barbara &  
Michael Urbat



2011-2012  
June D. Barnard



2013  
Debbie Mendelson  
Ponn, Sharon and Scott  
Markman, David &  
Blythe Mendelson



2014  
Fifi Levin &  
Karen Segal



2015  
Susan & Jim  
Dreddy



2016  
June D. Barnard &  
Maggie Murzanski



2017  
Betsy & Dave  
Goltermann

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## 2018 GALA DONOR LISTING

# PURE IMAGINATION

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Relex Watch USA

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\$100,000 and above

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\$50,000 - 99,999

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Amy & Stuart Savitz  
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### YOUNG CHAMPIONS COMMITTEE \$3,500

Allison Jurek  
Mandy Marks  
Kelly Morgan  
James Murphy  
Phoebe & Michael Nitekman  
Rozmin & Ebrahim Valliani

We apologize for any omissions  
due to printing deadlines.

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2018 CHICAGO  
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The Toffee House  
Theatrical Lighting Connection  
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## 10 Warning Signs of Alzheimer's disease

- 1 Memory loss that disrupts daily life
- 2 Challenges in planning or solving problems
- 3 Difficulty completing familiar tasks
- 4 Confusion with time or place
- 5 Trouble understanding visual images and spatial relationships
- 6 New problems with words in speaking or writing
- 7 Misplacing things and losing the ability to retrace steps
- 8 Decreased or poor judgment
- 9 Withdrawal from work or social activities
- 10 Changes in mood and personality

If you or anyone you know experiences any of these warning signs, please see a doctor.  
For more information, call 800.272.3900 or visit [alz.org/10signs](http://alz.org/10signs).

## The Forgotten Caregiver

By Karen B. Wilder

I never pictured myself marrying a movie star. I also never saw myself spending years of my life taking care of one. But I've done both. Love was the reason for the first. Alzheimer's disease, the second.

I met Gene Wilder in 1989. He was preparing to shoot a movie called "See No Evil, Hear No Evil", in which the character he played was deaf. Though I grew up in a very small town in Idaho, where it was a big deal if you had indoor plumbing, I had been working in New York City for over twenty years by that point, as a speech pathologist and worked with the hearing impaired. As he always did when he took on a role, Gene wanted to understand his character. He showed up at my office one day in search of my professional advice.

We formed a powerful bond. At the time, Gene was married to Gilda Radner, who was in the final stages of ovarian cancer. But after Gilda's death, Gene sought me out again. We married a year later, and for more than twenty years we were one of the happiest couples I knew. We travelled to France and played tennis together (three sets in a single afternoon) and when I signed up for tap dancing lessons, Gene joined me. We set up side by side easels in the garden, painting watercolors, and at night we danced together on a floor we'd built, under the stars. Waltz, salsa, cha cha, tango.

The first signs of trouble were small. Always the kindest, most tender man (if a fly landed on him, he waited for the fly to leave), suddenly I saw Gene looking out at our grandson. His perception of objects and their distance from him became so faulty that one bike ride together, he thought we were going to crash into some trees many feet away from us. Once, at a party with friends, when the subject of "Young Frankenstein" came up, he couldn't think of the name of the movie, and had to act it out instead.

When we finally got him tested and the diagnosis came back, it was Alzheimer's. Unlike a diagnosis of many cancers, this one offers not even a shred of hope for survival. The synapses of his brain were getting tangled, and the result would be a steady and terrible progression of losses. Memory of course, but also motor control, to the point where eventually his body would simply forget how to swallow or breathe.

My husband took the news with grief of course, but also astonishing grace. I watched his disintegration each moment of each day for six years. One day I saw him struggle with the ties on his drawstring pants. That night, I took the drawstrings out. Then his wrist was bleeding from the failed effort of trying to take off his watch. I put his watch away.

I was determined to keep Gene with me - in California, and finally, at the home we'd made together in Connecticut. We still managed to have some good times, and to laugh - even at the ravages of the disease that was killing him.

One day, when he fell on the patio and couldn't get up, I maneuvered him over to the edge of our pool and floated him to the other side, where there were steps and a railing to assist him. Another time, after struggling for twenty minutes trying to pull himself up, he looked out as if he was addressing the audience at the Belasco Theater - a place he knew well - and said, in his best Gene Wilder voice, "Just a minute folks. I'll be right back."

But there's another particularly cruel aspect to the disease of Alzheimer's, because in addition to destroying - piece by piece - the one who's stricken with it, it ravages the life of the person caring for its victims. In our case, I was that person.

I am grateful that I knew to reach out for help from the Alzheimer's Association. When I did, I learned some alarming statistics. One in three seniors dies with Alzheimer's or another dementia. That means, if a mature couple invites two couples over for dinner, one of the couples will face Alzheimer's.

Then came the biggest shocker: 40 percent of Alzheimer's caregivers die before the patient. Not from disease, but from the sheer physical, spiritual and emotional toll of caring for a loved one with Alzheimer's.

Gene Wilder died fifteen months ago. I was in the bed next to him when he took his last breaths. By that point, it had been days since he'd spoken, but on that last night he looked me straight in the eye and said, three times over, "I trust you."

So, I have a responsibility, I think. Neither my love, nor science, could save my husband's life. But it's my most profound hope that through research and awareness, others may be spared the experience that killed Gene, and could have killed me, too.

Earlier this month, The Gates Foundation announced the largest gift ever presented to the cause of Alzheimer's research: a commitment 100 million dollars aimed at eradicating the disease within our lifetime. I am profoundly grateful that this crisis viewed for too long as insoluble is receiving funding for the dedicated scientific community, with the goal of early diagnosis and ultimately a cure. It was in this vein that I allowed the use of my husband's character of Willy Wonka to be used in the "Pure Imagination Project," a new video campaign to bring greater awareness about Alzheimer's and encourage each of us to do our part.

But let's not forget the other killer. The silent one that takes its victim even before the disintegration of brain cells does its own dirty work. I am speaking of the crisis that fells the once-healthy loved spouses, siblings, friends, adult children, of Alzheimer's patients, who devote almost every waking hour of their lives (and then, there are the nights) to caring for a person they love, who may no longer recognize them. I am grateful that Gene never forgot who I was. But many caregivers of Alzheimer's patients are less fortunate.

Every year, Alzheimer's disease costs our nation \$259 billion. At this hopeful moment, when there is more momentum than ever towards finding a cure and treatments - let's remember a second crucial aspect of the crisis: the desperate need of caregivers.

It is a strange, sad irony that so often, in the territory of a disease that robs an individual of memory, caregivers are the forgotten. They are the ones without whom those with Alzheimer's could not get through the day, or die - as my husband did - with dignity, surrounded by love.

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The Alzheimer's Association® is the leading voluntary health organization in Alzheimer's 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®.

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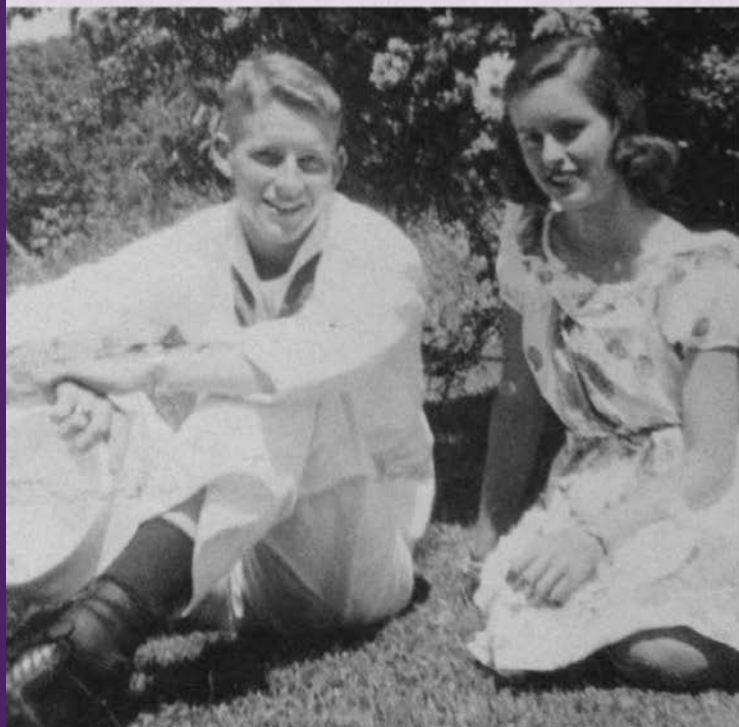
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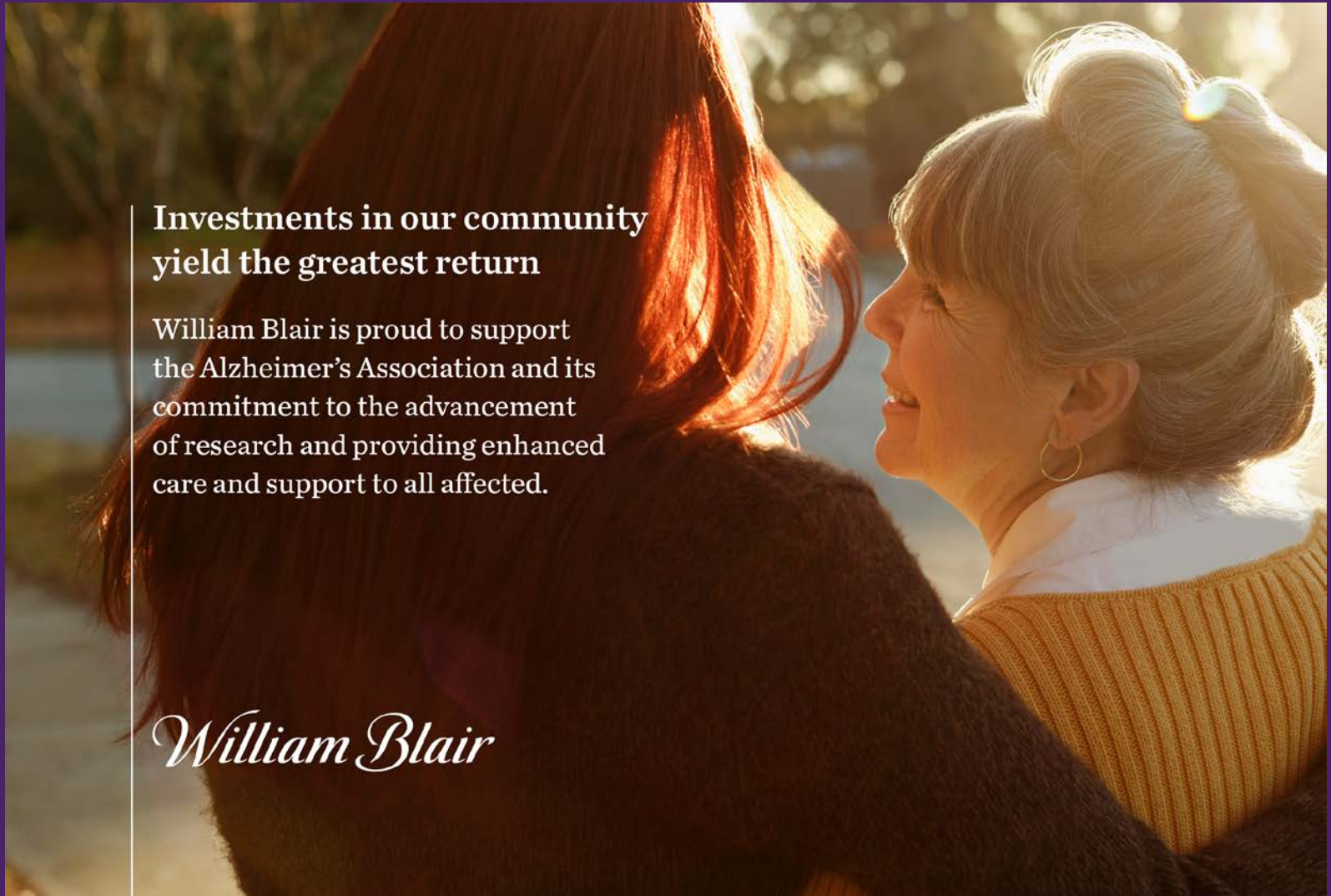
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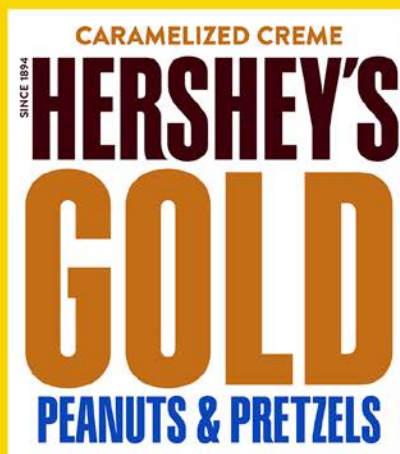


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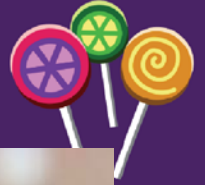


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