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WESTCHESTER DECLARES ALZHEIMER'S ACTION AWARENESS DAY Alzheimer's Association Calls for Advocates to Become Official *CHAMPIONS* for the Cause

Westchester County, NY - June 1, 2007– Westchester County Executive, Andrew Spano, is declaring June 12 Alzheimer's Awareness and Action Day for Westchester County and, with the help of the "voice of the New York Yankees," Michael Kay, is putting out a call for all residents to wear purple in support of the day and sign up to become a *Champion* for Alzheimer's in Westchester County.

Alarming results show that nearly 40,000 Hudson Valley residents (*half* of whom reside in Westchester County alone) are currently living with Alzheimer's disease and it is estimated that every 72 seconds, someone in America is diagnosed with the disease. Yet new research shows that many people still don't know the gravity of Alzheimer's and the key factors affecting millions of families.

"This is a disease that affects thousands of families in our area every year, including my own," says Kay. "I lost my mom to the disease. I have seen first hand what happens, and I understand the tremendous support caregivers need. We need to rally to do everything we can."

Westchester Alzheimer's Action Awareness Day

To trumpet attention for Alzheimer's disease in this area, Andrew Spano and Kay will sign the official proclamation of support for Westchester at 12 p.m. on June 12 in the City Center Plaza, where chapter members will be there throughout the morning urging local residents to sign up as a *Champion*.

It's all part of a new nationwide initiative to enlist more than five million *Champions* – one for each person in the U.S. with Alzheimer's – to join the effort against the disease. The national campaign features dozens of celebrities who put a face on this devastating disease, champion the solution and are helping people learn the facts. In Westchester, the traveling portrait exhibit featuring the faces of these celebrities will stop at the City Center Plaza to serve a backdrop for the Alzheimer's *Champions* proclamation ceremony.

New National Attention for Alzheimer's Disease

Nationally, breakthroughs in Alzheimer's scientific research are making headlines this month. *Newsweek* will devote a cover story to progress and the campaign to end Alzheimer's, and a national convention on prevention of dementia will be hosted in Washington, D.C. June 9 – 11.

“The incidence of Alzheimer's disease continues to rise,” says Kay. “By the year **2050**, the number of people in the U.S. living with the disease will more than double, from the current 5.1 million to between 11 and 16 million. We are buoyed by the nation's collective attention to this cause in recent months. New breakthrough treatments are on the horizon which can help hundreds of thousands of families in our area.”

Alzheimer's Association Releases New Data Regarding Dementia Care

The second annual Alzheimer's Association International Conference on Prevention of Dementia will take place from June 9 to 12 in Washington, DC. On June 11, the Association will release information about the effectiveness of new drugs relating to clinical trials, as well as the latest advances in early detection of Alzheimer's.

Become a *Champion* for Westchester

Become a *Champion* by logging onto www.actionalz.org to purchase a campaign T-shirt to show your support and sign up for the 2007 Memory Walk in September. Supporters can also view the celebrity portrait collection and read their stories at the Web site to learn more about the disease and how it affects those who live with it.

Introduced in 2007, the *Champions* Consumer Campaign was created by the Alzheimer's Association, the world's leader in Alzheimer's care and research, in a national effort to dispel public misperceptions and move people to take action towards a world without Alzheimer's disease. The *Champions* Campaign includes the use of provocative advertising, celebrity involvement, public relations, online and grassroots marketing and advocacy. For more information, visit www.actionalz.org.

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.

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