

Dress like a celebrity and **TAKE ACTION** toward a world without Alzheimer's disease!



Every 72 seconds someone is diagnosed with Alzheimer's disease.

More than 4.5 million Americans over 65, and as many as 500,000 more Americans younger than 65, have Alzheimer's disease.

These stars and others are featured in a new Alzheimer's Association Champion Consumer Campaign portrait exhibit, photographed by celebrity and fashion photographer **Robert Trachtenberg**.

By mid-century these numbers are expected to at least double due to the wave of 77 million Baby Boomers who began to turn 60 this year. Currently there are no survivors and there is no cure.

The Alzheimer's Association is currently the leading provider of support and care for people diagnosed with or impacted by Alzheimer's disease. Despite this role, many more people could be served. Our 24/7 services and network of chapter resources make the Alzheimer's Association uniquely positioned to continue to be the leader in support and care. Early detection is critical to these efforts and increased diagnosis is dependent on health care providers.

Great progress has been made on the research front. The Alzheimer's Association has been a catalyst in nearly every major research and funding advancement in the last 25 years. New disease modifying drugs are in the pipeline and enhanced diagnostic techniques are being developed. These changes have the potential to fundamentally change the course of the disease and the people we serve.

Advocacy at the federal and state level remains a cornerstone of progress for the Alzheimer's Association. We must continue to advocate for increased research funding, Medicare improvements, and needed resources and support.

Now is the time to motivate the general public into ACTION: **OPEN** minds past misperceptions about Alzheimer's disease, raise your **VOICE** and advocate for those who can't speak for themselves, and engage in activities to raise awareness, **MOVE** the cause forward and **ACT** before Alzheimer's destroys our memories, families, communities and nation.

Alzheimer's Association launches Champions campaign April 16, 2007

The Alzheimer's Association has kicked off its Champions Consumer Campaign, *the first national effort* to dispel public misperceptions and move people to take action in the fight against Alzheimer's disease. **The goal is to enlist 5 million Champions** – at least one for each person living with Alzheimer's in the United States.

The new campaign features a diverse and committed group of stars sharing personal stories and lending their faces to a motivating portrait exhibit as Champions for Alzheimer's disease. David Hyde Pierce, Dick Van Dyke, Vivica A. Fox, Olympia Dukakis, Peter Gallagher, Victor Garber, Ricki Lake and Lea Thompson, among others, are urging Americans to learn about the disease and get involved in fighting it.

We need your help! Join this national campaign today, by logging onto the Alzheimer's Association's campaign website (www.actionalz.org), and buy your campaign shirt today! **For only \$10 per shirt**, you can look like your favorite CELEBRITY Champion! **THINK PURPLE**, wear your shirts proudly and motivate your community to *take that step* and make Alzheimer's disease a national priority today!!!!

To find out more about Alzheimer's disease or what you can do to help further the cause, visit the Association's new campaign Web site, www.actionalz.org.

