



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

August 5 2009

Contact: Jeff Johnson, 317.575.9620, jeff.johnson@alz.org

***STILL ALICE* BOOK EVENT BRINGS AWARENESS TO ALZHEIMER'S DISEASE**

WEST LAFAYETTE— The Alzheimer's Association will be showcasing the novel *Still Alice* and promoting Alzheimer's disease awareness on August 21 from 6-9 p.m. at Borders bookstore, 348 E State St.

A representative from the Alzheimer's Association will have a booth set up at Borders with copies of *Still Alice* to purchase. Also, Association staff will be available to answer questions and provide materials on Alzheimer's disease and how the Association can help those dealing with this devastating disease.

Still Alice is the best-selling novel about the descent of a 50-year-old university professor diagnosed with younger-onset Alzheimer's disease. The story is told through Alice's perspective.

The Alzheimer's Association assisted author Lisa Genova (right) with her research, which included interviews with several members of past Early Stage Advisory Groups. The Association is also featured prominently in the book's plot.

Julia Fox Garrison, author of "Don't Leave Me This Way," has said, "You owe it to yourself and your loved ones to read this book. It will scare you. It will change you."

Today, approximately 5.3 million Americans have Alzheimer's disease, including 120,000 Hoosiers. Every 70 seconds, someone develops Alzheimer's disease, making Alzheimer's disease the 7th leading cause of death. The direct and indirect costs of Alzheimer's disease and other dementia amount to more than \$148 billion annually.

The Alzheimer's Association is the world leader in Alzheimer's research and support. Having awarded more than \$150 million to nearly 1,300 research projects, the Alzheimer's Association is the largest private funder of Alzheimer research. The Association's vision is a world without Alzheimer's disease. For more information about Alzheimer's disease, call 800.272.3900 or visit www.alz.org/indiana.

###