



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

September 9, 2009

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WORLD ALZHEIMER'S DAY CELEBRATION TO TURN CIRCLE PURPLE FOR AWARENESS

INDIANAPOLIS, IN – September 21st is World Alzheimer's Day, and the Alzheimer's Association is asking people in the United States and in Indiana to join those around the world in turning their attention to this disease and joining the fight against it.

To celebrate this annual day of awareness, the Alzheimer's Association will be on the circle in downtown Indianapolis from 11 a.m. – 1 p.m. out front of the Emmis Communications building. There will be free information about Alzheimer's disease, caregiving tips, Memory Walk, Silver Alert and a variety of other topics. In addition to giving out information, there will be free brain-healthy snacks, a purple t-shirt giveaway and chances to win raffle prizes.

Later in the evening on Monday, the IPL building on the circle will shine it's windows' lights in purple in recognition of this day of awareness.

The Alzheimer's Association is urging local residents to join others on the circle at 12:30 p.m., wearing purple, to share their voice during the reading of the Mayor's Proclamation of World Alzheimer's Day.

The Alzheimer's Association's commitment to raising awareness on World Alzheimer's Day is part of an accelerating worldwide effort to find better ways to treat the disease, delay its onset, or prevent it from developing.

For additional information, call the Alzheimer's Association Helpline at 800.272.3900 or visit www.alz.org/indiana.

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 6th 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

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