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****MEDIA ALERT****

ALZHEIMER'S DISEASE: There is no clearer, more predictable public health crisis facing the country today. Total health care costs are more than **three times** higher for people with Alzheimer's and other dementia than for other people age 65 and older.

According to the Alzheimer's Association's [2009 Alzheimer's Disease Facts and Figures](#), Alzheimer's and dementia triple healthcare costs for Americans age 65 and older. The statistics detail the escalation of Alzheimer's, now the 7th leading cause of death in the nation, surpassing diabetes; and the fifth leading cause of death for those age 65 and older.

Every 70 seconds someone develops Alzheimer's disease. **In Minnesota and North Dakota alone**, there are nearly **116,000 people living with Alzheimer's and in North** and that number is expected to grow to as many as 135,000 by 2025.

ATTENTION: PLANNING/ASSIGNMENT DESK

WHAT: *A Meeting of the Mind Dementia Conference 2010* is the premier dementia conference for persons with early dementia, families, friends and professionals*.

Participants will:

- PARTICIPATE in a day of education information and support provided by locally and nationally recognized experts.
- LEARN about strategies for family caregiving, legal and financial planning, brain fitness and cutting-edge research.
- VISIT exhibits and displays such as the University of Minnesota Brain Exhibit and purchase books and CDs from Micawbers Books.
- MEET the [Rock Stars of Science](#)

*Continuing education will be available for healthcare professionals.

WHEN: **Saturday, March 20, 2010**

WHERE: **St. Paul RiverCentre**, 175 West Kellogg Blvd, St. Paul, MN

HOW: Learn more and register at www.alz.org. **Register by February 19 for Early Bird Rates!** This conference has historically sold-out, so register early. A limited number of family scholarships are available.

WHY: HIGHLIGHTS / OPPORTUNITIES

- "On the Brain – [The Rock Stars of Science](#)"
A lively and informative dialogue with two of the most renowned researchers today

Featuring GQ magazine Rockstars:

- [Steven T. DeKosky, MD](#), Vice President and Dean, University of Virginia School of Medicine; Former Director, Alzheimer's Disease Research Center at the University of Pittsburgh School of Medicine

- [Ronald D. Petersen, MD, PhD](#), Cora Kanow Professor of Alzheimer's Disease Research; Director Mayo Alzheimer's Disease Research Center, Mayo Clinic College of Medicine

"These guys will get inside your head: In working to crack the code on Alzheimer's disease, they're out to save our minds..."
 – **GQ Magazine, June 2009**

Facilitated by:

- **Meryl Comer**, CEO/President, Geoffrey Beene Foundation Alzheimer's Initiative, Emmy-award winning reporter
- By popular demand, perennial conference favorite, **Teepa Snow, MS, OTR/L, FAOTA**, presents, "Let Go of the Could'a, Should'a, Would'a – Choose to Connect & Make Moments of Joy"

Interview can be set up in advance with:

- **Families or people with early stage Alzheimer's disease**
- [The Rock Stars of Science](#)
 - [Steven T. DeKosky, MD](#), University of Virginia School of Medicine
 - [Ronald D. Petersen, MD, PhD](#), Mayo Clinic
 - Meryl Comer, Geoffrey Beene Foundation Alzheimer's Initiative, Emmy-award winning reporter
- **Brain fitness and the Science Behind It**
 - Glenn Smith, PhD, Mayo Clinic
- **Alzheimer's Association and Mayo Clinic spokespeople**
 - Mary Birchard, Executive Director, Alzheimer's Association Minnesota-North Dakota
 - Michelle Barclay, VP of Programs, Alzheimer's Association Minnesota-North Dakota
 - Angela Lunde, Dementia Education Specialist, Mayo Clinic's Alzheimer's Disease Research Center at the Abigail Van Buren Alzheimer's Disease Research Clinic

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About the Alzheimer's Association:

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. For more information visit www.alz.org/mnnd.

About Mayo Clinic

Mayo Clinic is dedicated to the diagnosis and treatment of virtually every type of complex illness. Mayo Clinic and its Alzheimer's Disease Research Center (one of 31 nationally funded by the National Institute on Aging) is at the forefront of clinical practice and research in Alzheimer's disease, offering a multidisciplinary approach that involves a comprehensive evaluation of the patient's disease and associated symptoms. For more information visit www.mayoclinic.org.

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