



the compassion to care, the leadership to conquer

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NOTE: This book is no longer available through the Alzheimer's Association. Please see Coach Broyles' Web site at <http://www.alzheimersplaybook.com/>

**ALZHEIMER'S ASSOCIATION UNVEILS FOOTBALL COACH
FRANK BROYLES' *PLAYBOOK FOR ALZHEIMER'S CAREGIVERS*
November is National Alzheimer's Disease Awareness Month,
National Family Caregivers Month**

(CHICAGO) November 1, 2007 – This November, Southeastern Conference football legend, Frank Broyles of the Arkansas Razorbacks, and the Alzheimer's Association, the leading resource for Alzheimer's care, are teaming up to teach Alzheimer's caregivers sometimes the best defense is a good offense. For the almost 10 million Americans caring for someone with Alzheimer's disease or another dementia, the sooner they are educated about the disease and can utilize resources, the sooner they can more effectively take care of their loved one and themselves. November is both National Alzheimer's Disease Awareness Month and National Family Caregivers Month.

Beginning November 1, 2007, anyone can request a free copy of *Coach Broyles' Playbook for Alzheimer's Caregivers* on alz.org or by visiting their local Alzheimer's Association chapter. The Playbook is a football-themed, practical guide that addresses "Pre-Game Planning," "Coaches and Special Teams," "Playing Offense," "Playing Defense" and the "Training Table" for each stage of the disease.

"When my wife was diagnosed with Alzheimer's disease I was at a loss," said Broyles, athletic director and former coach of the Arkansas Razorbacks. "My family and I collaborated with many great partners like the Alzheimer's Association along her journey and we want to share our collective insight to help ease the caregiving of those still facing this immense challenge."

Caring for a person with Alzheimer's disease poses special challenges. Although memory loss is the most widely known symptom, as the disease progresses it also causes confusion, loss of orientation, and frequently, changes in personality and behavior. Individuals with Alzheimer's require increasing levels of care, supervision and provision for their safety.

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The Alzheimer's Association, already provides a number of programs and services that help people affected by Alzheimer's at every stage of the disease including a toll-free help line 24/7, 7-days-a-week (800.272.3900), informative web site alz.org, and local services including information and referral, care consultation, peer- and professional-support groups, and educational material resources.

In addition to offering complimentary copies of *Coach Broyles' Playbook for Alzheimer's Caregivers*, the Alzheimer's Association is launching its enhanced MedicAlert + Safe Return program to ensure medical history is immediately available during wandering incidents, as well as its new online suite of services called CareSource, this November.

CareSource includes the new Senior Housing Finder database to locate dementia-specific housing nationwide and Lotsa Helping Hands community calendars to help organize in-home caregivers. CareSource also includes the existing CareFinder tool to help people understand what type of care is appropriate given their needs and preference.

"The most important thing caregivers can do is take care of themselves," says Peter Reed, Ph.D., senior director of programs for the Alzheimer's Association. "From Coach's Playbook to the new online CareSource, the Alzheimer's Association is dedicated to helping caregivers by offering them the best resources possible."

If you have been touched by Alzheimer's or are a caregiver to someone with the disease, there is help. For more helpful information and resources, visit CareSource at alz.org or call 800-272-3900.

The Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer 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.

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