

Alzheimer's Association Houston & Southeast Texas Chapter

FOR IMMEDIATE RELEASE

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Houstonians Participate in The Rose Parade to Raise Awareness About Alzheimer's Disease

Pasadena, Cal Jan 1, 2011 - Houston native, Roger Bateman and his sister Diana Leggett were one of a special group of families living with Alzheimer's selected nationwide to ride on "The Boomer Express" Rose Bowl parade float on Jan 1 to raise awareness nationally about Alzheimer's disease's impact on Baby Boomers. "The Boomer Express" is a 55-foot long train that rang its bell every 70 seconds to represent how frequently someone in America develops Alzheimer's. Members of the Alzheimer community, including individuals living with Alzheimer's and their caregivers, rode on the float.

Since Bateman's diagnosis of Alzheimer's in his late 50's, he has been a strong advocate on behalf of those living with Alzheimer's. In Mar. 2010, he went to Capitol Hill to lobby for an increase in funding for Alzheimer's research, Bateman was also selected as one of 15 nationwide to serve on the Alzheimer's Association Early Stage Advisory Group, a team of people with early stage Alzheimer's who offer the association first-hand insight into the experience of a person with Alzheimer's.

About the Alzheimer's Association:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. The Houston and Southeast Texas Chapter provides programs and services to 37 counties in southeast Texas. 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. For more information visit alz.org/texas.

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