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**ALZHEIMER'S ASSOCIATION PARTICIPATES IN GLOBAL LEADERSHIP OF
THE WORLD DEMENTIA COUNCIL TO ACTIVELY ENGAGE KEY LEADERS
IN CHANGING THE TREJECTORY OF THE DISEASE WORLDWIDE**

CHICAGO, February 25, 2016 – Alzheimer's disease and other dementias are a triple threat unlike any other disease – with soaring prevalence worldwide, lack of effective treatment and enormous costs. The Alzheimer's epidemic is an immense global problem directly impacting tens of millions of people and their families, and draining resources from governments and healthcare systems, while we seek much-needed research breakthroughs we must also see to it that people receive the kind of care and support they need.

While the Alzheimer's Association and its counterparts in other nations are on the front lines of this epidemic, we cannot do it alone. Governments and industry must be actively engaged and all those affected must raise their voices, illustrating the importance of the World Dementia Council (WDC). The WDC was originally formed after the 2013 G8 Dementia Summit. Previously supported by the UK government, the WDC is now independent, and has been expanded to bring together a broad range of influential global leaders from all sectors – business, science, philanthropy, industry, academia, government, nonprofits and advocacy groups.

“All nations and global leaders must collectively confront the near term- and long-term human needs and economic costs, and contribute to advancing the scientific efforts that hold promise for better diagnosis, treatment and prevention,” said Harry Johns, Alzheimer's Association President and CEO and ongoing member of the World Dementia Council. “We all must make Alzheimer's and dementia research a global priority, and increase global collaboration. Only then will we rid the world of the devastating scourge of Alzheimer's and other dementias.”

The WDC is moving forward on five priorities: finance, drug development, data sharing, improvements in care, and risk reduction. Members of the WDC, which met this week in London, represent all sectors and broad constituencies.

“This reorganized World Dementia Council can transcend obstacles faced by individual governments, businesses and other organizations,” Johns said. “The scope of the work that needs to be done is so vast; no single organization will solve it on its own.”

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 the Alzheimer's Association at alz.org or call the 24/7 helpline at 800-272-3900.

World Dementia Council

The World Dementia Council is a group of independent individuals from a wide range of constituencies – people with dementia, pharma industry, regulatory, charities, research organizations, care providers and finance/economics, with a broad range of skills, and from different parts of the world who together will seek to lead and coordinate global efforts to tackle dementia, ensure a collaborative approach to addressing the challenges posed by dementia and galvanize action all over the world, including through others, in the areas of awareness, prevention, diagnosis, stigma, disease-modification, cause and care.

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