



THE BRAINS BEHIND SAVING YOURS.®

**FOR IMMEDIATE RELEASE**

Cindy Schelhorn  
703.766.9005 / cindy.schelhorn@alz.org

**ALZHEIMER'S ASSOCIATION NATIONAL CAPITAL AREA CHAPTER  
NAMES STEVE CALDEIRA AS BOARD CHAIR**

**[McLean, VA], June 21, 2018** – The Alzheimer's Association National Capital Area Chapter has named Stephen J. Caldeira as the chair of its board of directors.

Caldeira is president and CEO of the Household & Commercial Products Association, which represents the interests of companies that manufacture, formulate, distribute and sell familiar household and commercial products that help consumers and workers create cleaner and healthier environments. In 2017, the household and commercial products industry generated \$180 billion in sales, directly employed 200,000 workers and was responsible for .51% of U.S. GDP.

Caldeira will lead a volunteer group of corporate and civic leaders dedicated to increasing concern and awareness about the nation's sixth leading cause of death; enhancing care and support for all affected by Alzheimer's disease and other dementias; accelerating research into the care, cure and prevention of the disease; advancing public policy to make Alzheimer's a priority on the federal, state and local levels; and growing revenue to further support the Association's mission.

"By the end of 2018, Alzheimer's and other dementias will cost the nation over \$277 billion, with caregivers – family members and friends – providing 18.4 billion hours of unpaid care valued at over \$232 billion," said Caldeira. "My focus as board chair will be to galvanize the board of directors and chapter staff to more broadly educate and engage the entire Washington, D.C. trade association and business community so that we can provide the critical help and hope needed for those affected by this insidious disease – Alzheimer's is the only top ten cause of death in our country that cannot be prevented, cured or even slowed."

As one of more than 80 chapters of the Alzheimer's Association, the National Capital Area Chapter provides information, education and support to people with Alzheimer's and other dementias, their families and caregivers in the District of Columbia, five counties in Maryland and 11 counties in Virginia.

"We are very excited and grateful that Steve has stepped into this leadership role with our chapter. His guidance in the strategic development and tactical implementation of our annual Brain Ball, which has raised more than \$8 million in just five years, coupled with his proven ability to engage key leaders and decision makers to support our mission, will be critically-important as we seek to guide our chapter through the next stage of its growth and development," said Kate Rooper, president and CEO of the National Capital Area Chapter.

**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 [alz.org](http://alz.org) or call 800-272-3900.

###