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Alzheimer's Advocate in Bellevue Selected for Esteemed Spokesperson Program

Local resident honored with Purple Profile of Courage for commitment to fighting Alzheimer's

Lincoln, NE – July 1, 2019 – The Alzheimer's Association is pleased to announce Bellevue resident Gene Cash has been selected into the Alzheimer's Association's esteemed Purple Profiles of Courage Program. Purple Profiles of Courage awardees are members of various communities in Nebraska who are devoted to sharing their Alzheimer's story publicly and pursuing progress for the disease through engagement with Alzheimer's Association signature events. As a Purple Profiles of Courage awardee, Cash received comprehensive training to advocate for research and policy advancements in the field, as well as training on how to showcase free programs and services offered to families walking the Alzheimer's journey. He will serve in this role through June 2020.

In the United States, there are over 5 million people with Alzheimer's and that is projected to grow to as many as 16 million people in 2050. In Nebraska alone, there are 34,000 people over the age of 65 living with the disease, and they are supported by 83,000 caregivers. According to the Alzheimer's Association, Alzheimer's is the sixth leading cause of death in the United States, with 698 deaths in Nebraska in 2017.

Cash provides care and support to his wife Betty, who has been living with Alzheimer's disease for five years. He will use his new platform to provide support to individuals in a caregiving role, and make sure families that are not familiar with available community resources become aware.

When asked what advice he would offer a family facing a new Alzheimer's diagnosis, Cash stated, "You are not in this alone. There are plenty of support and information venues available. Try to control what you can, but don't fight to control the things you cannot."

Cash also encourages families to seek out sources of strength, noting he attends a support group and has personally grown in the experience by adapting daily routines and learning how to

handle challenges.

Elizabeth Chentland, Director of Communications for the Alzheimer's Association Nebraska Chapter, looks forward to helping Nebraskans better understand Alzheimer's through the voices of people with extensive personal experience.

“We know that this disease affects families so deeply,” Chentland states. “Sometimes, the disease feels overwhelming to families. Being able to learn from a peer that has expertise on the disease and is willing to share their own story becomes critical in increasing awareness about the disease and providing information about care, support, and research opportunities.”

To learn more about the Purple Profiles of Courage program, free Alzheimer's programs for support and education, and upcoming Alzheimer's Association signature events, visit alz.org/nebraska or call the Alzheimer's Association's 24/7 Helpline at 800.272.3900.

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®. Visit www.alz.org or call 800.272.3900.

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