

alzheimer's association™

the compassion to care, the leadership to conquer

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CONTACT:

Brad Makaiau
858.492.4400
Brad.Makaiau@sanalz.org

SAN DIEGO CELEBRITIES HELP PUT NEW FACE ON ALZHEIMER'S
Mayor Jerry Sanders, Olympic Gold Medalist Rachel Buehler and the NBC 7/39 News Team
Featured In Campaign to Educate and Dispel Misperceptions

(SAN DIEGO) SEPTEMBER 4, 2008 – Over a dozen well known San Diegans are lending their time, talents and faces to educate the public on the facts of Alzheimer's disease and challenging more than five million people – one for every person currently living with the disease – to get involved. A photo collection of more than 30 famous faces wearing purple T-shirts featuring motivational words from the Alzheimer's Association's new awareness campaign will be revealed during the month of September. The photos of well-known Alzheimer's Champions are slated to appear throughout the year as part of the first comprehensive public education campaign from the Alzheimer's Association San Diego/Imperial Chapter. The photography for the San Diego Champions Campaign was generously donated by Grins2Go.

San Diego Mayor Jerry Sanders, First Lady Rana Sampson, Olympic Gold Medalist Rachel Buehler, the AJ's Play House crew from Channel 933, "Jack" of Jack in the Box and other well known San Diegans will join national Alzheimer's Champions as the faces of a new campaign that aims to dispel the misperception that Alzheimer's disease just concerns the elderly losing their memory.

"If Alzheimer's ever was cause for public concern, it is now," said Mayor Jerry Sanders. "Every 71 seconds someone new is diagnosed and one in eight baby boomers will develop the disease. Now is the time to *MOVE* to end Alzheimer's."

To get involved with the campaign, San Diegans can visit sanalz.org and take a brain tour to learn about the disease. By signing up as a Champion, supporters can advocate for more research funding and register for the Mission Federal Memory Walk held on October 25, in Balboa Park.

"Today we're inviting San Diego residents to become CHAMPIONS and sign up for the Mission Federal Memory Walk," said Lisa Bruner, Executive Director of the San Diego/Imperial Chapter. "The funds raised at the walk go to support programs and services provided to the San Diego community free of charge."

Figures released earlier this year show that more than five million Americans are currently suffering from Alzheimer's (Alzheimer's Facts and Figures, 2008). Every 71 seconds someone new is added to that list. A new poll shows that while more than half of Americans know someone with Alzheimer's, 90 percent say they don't know much about the disease (Alzheimer's Facts and Figures, 2008).

As millions of baby boomers begin to turn 60 this year, Alzheimer's prevalence will skyrocket. By 2050 the number of people with Alzheimer's is expected to grow to as many as 16 million –more people than the combined populations of New York, Los Angeles, Chicago and Houston. At a projected cost of \$400 billion by the year 2030, Alzheimer's has the capacity to bankrupt Medicare.

Hope on the Horizon

There are new treatments on the horizon, several of which show great promise at slowing or stopping the progression of the disease. This, combined with new diagnostic tools, has the potential to change the landscape significantly.

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Alzheimer's Association

The Alzheimer's Association San Diego/Imperial Chapter is a nonprofit 501 (c)(3) voluntary health organization whose 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. The Chapter provides free services, including support groups, educational seminars, 24-hour Helpline, a research library, Care Consultations, Safe Return™ and Memories in the Making™ art program. For more information, visit www.sanalz.org or call 1-800-272-3900.

Introduced in 2007, the *Champions* Consumer Campaign was created by the Alzheimer's Association, the world's leader in Alzheimer's care and research, in a national effort to dispel public misperceptions and move people to take action towards a world without Alzheimer's disease. The *Champions* Campaign includes the use of provocative advertising, celebrity involvement, public relations, online and grassroots marketing and advocacy. For more information, visit www.sanalz.org

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