

## The Story is **Changing**



Soon Alzheimer Disease  
won't be about our parents'  
generation anymore.

**It will be about us.**

The first wave of the 10 million Canadian baby boomers turn 60 starting next year. The time to act is now. Researchers are working on new treatments and therapies but they need our help.

To find out more contact  
1-800-667-3742  
or visit [www.alzheimerbc.org](http://www.alzheimerbc.org)

*Help for today.*

**Hope for tomorrow...**

**Alzheimer** *Society*

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## Baby boomers have changed the world. Will they change Alzheimer Disease?

Earlier diagnosis, new drug therapies and expanding research show that the story is changing in the fight against Alzheimer Disease.

The story is changing in another way too. Baby boomers are beginning to have a new role as those diagnosed with Alzheimer Disease. The first wave of Canada's 10 million baby boomers are turning 60 next year. More than 750,000 Canadians will have Alzheimer Disease by the year 2031.

Here's the good news:

**We can help rewrite this story.**

Breakthrough treatments, new drug therapies, and new vaccines are on the horizon. The time to act is now. Researchers need our help and we need theirs.

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