

FOR IMMEDIATE RELEASE
May 25, 2010

Forget Everything You Knew

New campaign highlights the soul-wrenching realities of Alzheimer's disease

Vancouver, BC – The Alzheimer Society has launched a new national campaign in an effort to raise awareness about the soul-wrenching realities of Alzheimer's disease. Highlighting the fatality of the disease and the gradual loss of all aspects of daily life, the "Forget Everything You Knew" campaign aims to correct common misconceptions about the disease and urge greater investment in research.

To view the radio and TV public service announcements go to:

<http://www.alzheimer.ca/english/ForgetEverythingYouKnew/Campaign.htm>

To download the radio and TV public service announcements, visit our FTP site:

<http://www.alzheimer.ca/ftp2/> (password: alz2010)

"Understanding the disease is the first step towards fighting it, said Kelly Duffin, CEO of the Alzheimer Society of Canada. "Validating the sentiment of loss, and mourning of life as we have known it is the second step."

The campaign points to three key facts about the disease:

- It isn't just a disease of the elderly; in fact it can start in your 40's
- Alzheimer's disease is not just forgetfulness; it is a brain disease that takes away the ability to process information
- Alzheimer's disease is fatal, normally within five to 10 years of diagnosis; currently there is no cure

The campaign follows the release of the *Rising Tide* study commissioned by the Society in January, revealing alarming statistics about the projected economic and social costs of dementia in Canada. While the amount of money spent on dementia research has increased over the past few years, the rapid increase in prevalence of the disease and its devastating impact means that much more will need to be invested if we are to accelerate the pace of progress to find the cure.

"This campaign will shine light on the need for research to ultimately end this disease, so that people living with it today will have confidence that their children and grandchildren will not have to endure its devastation," says Dr. Jack Diamond, scientific director of the Alzheimer Society.

The campaign was created by the Leo Burnett agency on a pro-bono basis and consists of a series of public service announcements for television, radio, and print.

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About the Alzheimer Society

The Alzheimer Society is the leading, nationwide health organization for people affected by dementia in Canada. The Society is a principal funder of Alzheimer research and training, provides enhanced care and support to people with the disease, their families and their caregivers, and is a prominent voice within all levels of government. Active in more than 140 communities across Canada, the society is also a key player in Alzheimer's Disease International, an organization at the forefront of world wide efforts to fight dementia of which it is a founding member.

About the Alzheimer Society of B.C.

The Alzheimer Society of B.C. (ASBC) is a non-profit organization providing the only provincial network of support services, education and information for families impacted by dementia and people concerned about memory loss. The ASBC has 18 resource centres throughout British Columbia and ensures anyone anywhere in the province can access support, education and information via the Dementia Helpline (1.800.936.6033) and online tele-workshops. The ASBC helps to fund research through the Alzheimer Society Research Program and leads advocacy efforts to transform dementia care in B.C.

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