

## The Story is Changing

We're writing new chapters in the fight against Alzheimer Disease

### Chapter 1: Earlier Diagnosis

People are recognizing the signs of Alzheimer Disease earlier and doctors now have better tools to diagnose and manage the disease.

Contact 1-800-667-3742 or visit [www.alzheimerbc.org](http://www.alzheimerbc.org)

*Help for today.*  
Hope for tomorrow...

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### Chapter 2: Better Treatments

Treatments are available that can ease symptoms and improve quality of life. Promising new therapies are being tested.

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### Chapter 3: Decreasing Stigma

Support groups are a lifeline for people affected by Alzheimer Disease. As the stigma surrounding the disease decreases, more people are reaching out and finding help.

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### Chapter 4: Improved Resources

New and updated programs and information, much of it delivered through the Alzheimer Society's Web site, offer help and hope to people affected by the disease.

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### Chapter 5: Increased Research

The Alzheimer Society and its partners invest more than \$3 million annually in the search for a cause and cure and to improve the lives of those affected by the disease.

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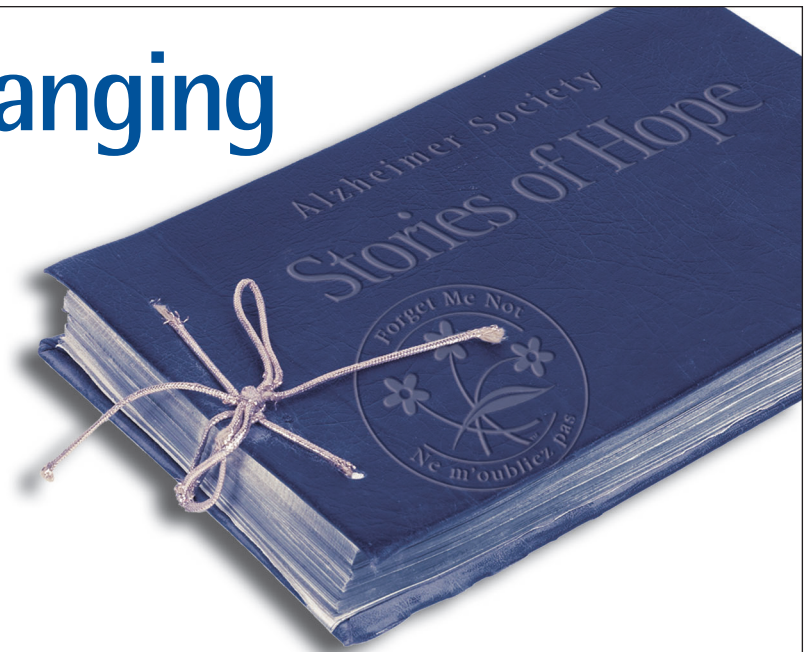
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Earlier diagnosis and new methods to treat and manage the disease are just some of the exciting developments in the understanding and treatment of Alzheimer Disease.

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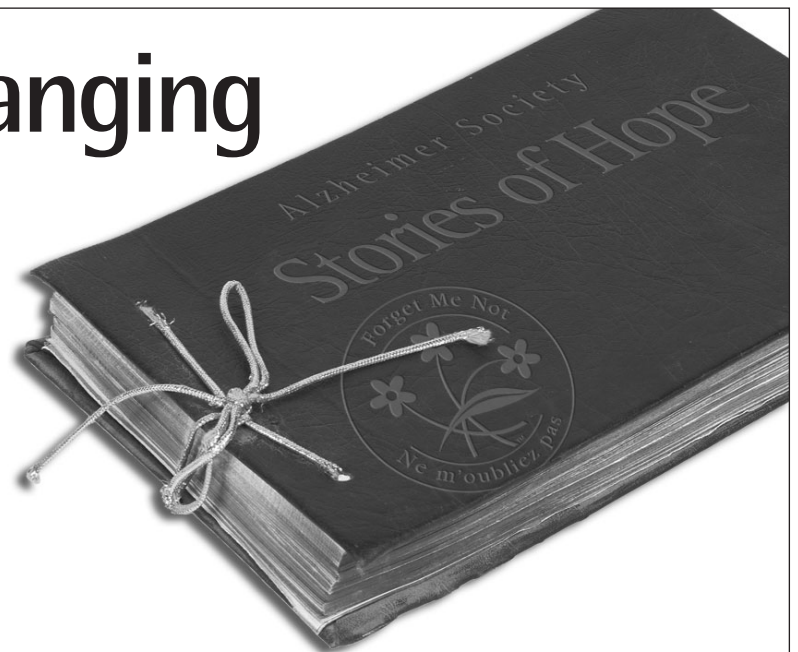


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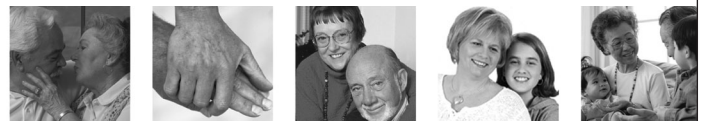
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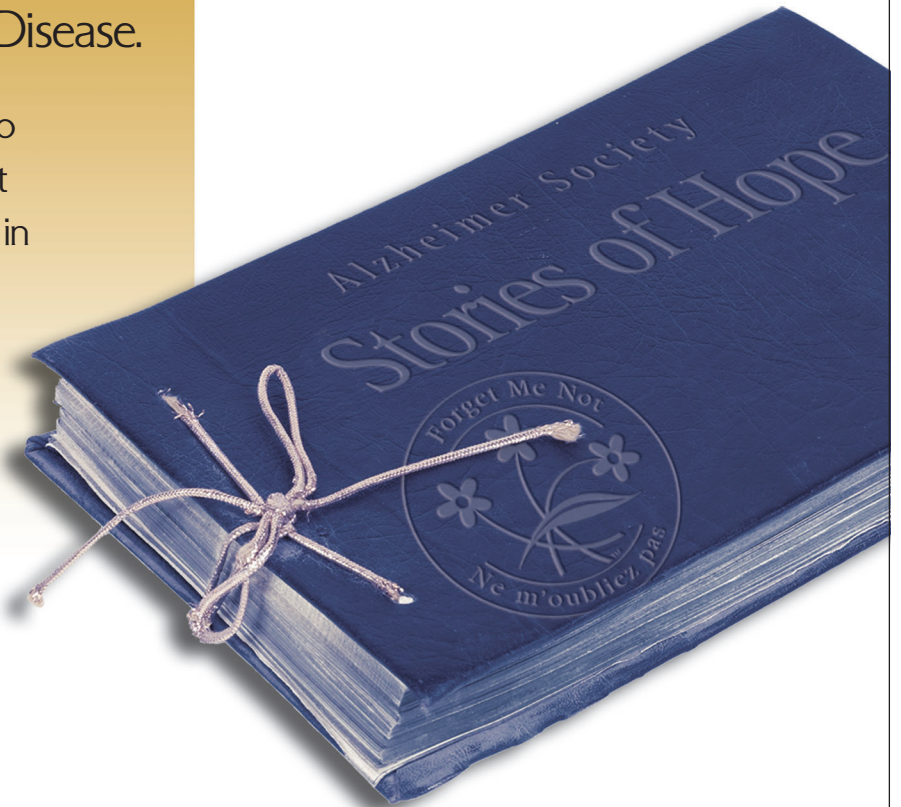
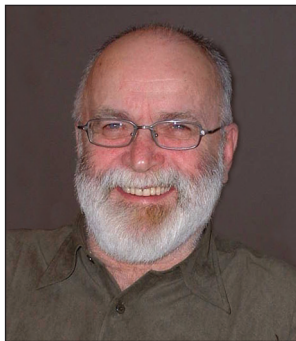
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People with the disease, like Fred West, are speaking out, sharing their stories of hope:

*"People should know that this is a physical disease. I'm really no less smart than I ever was – I just have a problem accessing information. Sometimes I get words mixed up. Sometimes I forget. I'm no less a person because of Alzheimer Disease. When I was diagnosed, I told everyone I knew that I had the disease. Why? If you know about it, you can do something about it."*



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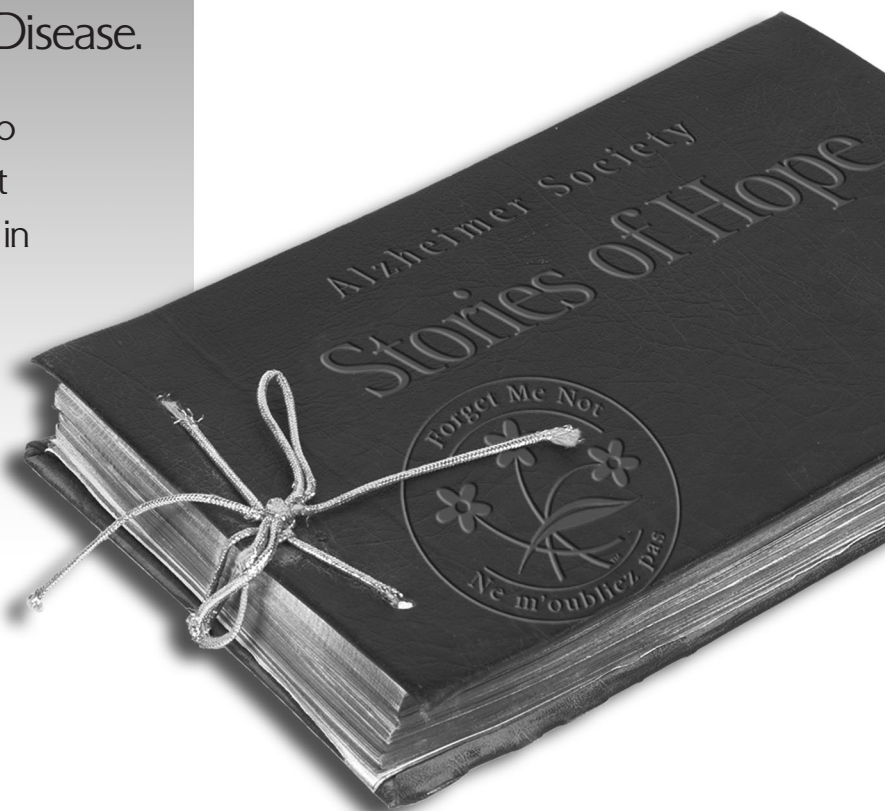
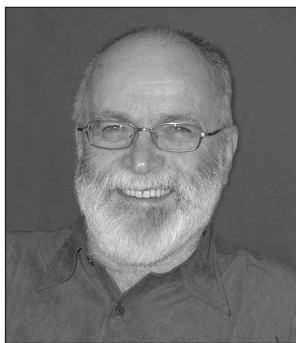
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