

alzheimer's association®

Greater Illinois Chapter

****Assignment Desk Media Alert****

HBO DOCUMENTARY PUTS SPOTLIGHT ON ALZHEIMER'S DISEASE

Local Experts Available to Discuss "The Alzheimer's Project" and Available Resources

WHAT: Alzheimer's disease is gaining awareness as its reach grows to include more than 5.3 million Americans living with the disease. Previously unknown, misunderstood or hidden in the home, people living with Alzheimer's – along with family caregivers and cutting edge research – are the subjects of a new HBO documentary.

Debuting Sunday, May 10th, "The Alzheimer's Project" is a presentation of HBO Documentary Films and the National Institute on Aging at the National Institute on Health in association with the Alzheimer's Association, The Fidelity Charitable Gift Fund and the Geoffrey Beene Gives Alzheimer's Initiative. To view a trailer for "The Alzheimer's Project" visit http://alz.org/news_and_events_16202.asp.

WHEN:

- "The Alzheimer's Project" will air on the following dates and times:
- **Sunday, May 10 at 8 p.m. CST:** "The Memory Loss Tapes" – This film provides an up-close and personal look at seven individuals living with Alzheimer's in advancing states of the progression of the disease.
- **Monday, May 11 at 6:30 p.m. CST:** "Grandpa, Do You Know Who I Am?" with Maria Shriver" – This film captures what it means to be a child or grandchild of someone living with Alzheimer's.
- **Monday, May 11 at 7 p.m. CST (Part 1):** "Solving a Medical Mystery: Progress Reports from 25 Leading Scientists" – These two-part films explore the state of research report and take viewers inside laboratories and clinics nationwide.
- **Tuesday, May 12 at 6 p.m. CST:** "Caregivers" – This film highlights the challenges and successes of people who experience their loved one's gradual descent into dementia.
- **Tuesday, May 12 at 7 p.m. CST (Part 2):** "Solving a Medical Mystery: Progress Reports from 25 Leading Scientists" – These two-part films explore the state of research report and take viewers inside laboratories and clinics nationwide.

WHO: **Interviews are available** with Alzheimer's Association – Greater Illinois Chapter representatives who can speak about Alzheimer's disease initiatives, resources and services.

CONTACT: Nancy Rainwater
Director of Communications
847.933.2413 office
773.331.6837 cell
Nancy.Rainwater@alz.org

Marc Gentzler
Public Relations Specialist
847.779.9648 office
Marc.Gentzler@alz.org