

**FOR IMMEDIATE RELEASE:**

**3-Aug-09**

<b>Contact:</b>	<b>Susan Sklar</b>	<b>Nancy Rainwater</b>
	<b>Program Manager</b>	<b>Director, Communications</b>
	<b>Greater Illinois Chapter</b>	<b>Greater Illinois Chapter</b>
	<b>815.484.1300</b>	<b>847.933.2413</b>
	<a href="mailto:Susan.Sklar@alz.org">Susan.Sklar@alz.org</a>	<a href="mailto:Nancy.Rainwater@alz.org">Nancy.Rainwater@alz.org</a>

## **The Emmy Nominated "The Alzheimer's Project" Will Have a Special Screening in Rockford**

*Every 71 seconds someone develops Alzheimer's disease.*

**ROCKFORD, IL---** Alzheimer's Association – Greater Illinois Chapter in partnership with HBO and Rockford Health System presents the Emmy Nominated HBO-Alzheimer's Project on two consecutive Wednesdays at Rockford Health System Funderburg Auditorium, 2300 N Rockton Avenue, Rockford, IL 61103.

### **Wednesday, August 12, 2009**

6:00 p.m. - 8:30 p.m.

The Memory Loss Tapes & Caregivers  
Discussion to follow viewing

### **Wednesday, August 19, 2009**

6:00 p.m. - 8:30 p.m.

Momentum in Science  
Discussion to follow viewing

"We are excited to be able to give an opportunity to the public to view such an important documentary," said Nancy Rainwater, director, communications for the Greater Illinois Chapter. "The different segments of the series shine a bright spotlight on how this disease ultimately affects everyone it touches. Following both viewings there will be the opportunity for discussion."

According to Erna Colborn, president and ceo of the Greater Illinois Chapter, "**Deaths due to Alzheimer's disease increased by 47.1%** from 2000 until 2006 while deaths due to heart disease, breast cancer, prostate cancer and stroke all showed a decrease. **Alzheimer's disease is the health crisis of the 21<sup>st</sup> Century.**"

If you would like to attend the Emmy nominated 'The Alzheimer's Project' please call the Alzheimer's Association – Greater Illinois Chapter at 815.484.1300.

### **About the Emmy nomination:**

["The Alzheimer's Project" Receives Emmy Nods](#)

"The Alzheimer's Project" was nominated for Outstanding Nonfiction Special ("Momentum in Science"), Exceptional Merit in Nonfiction Filmmaking ("The Memory Loss Tapes") and Outstanding Children's Nonfiction Program ("Grandpa, Do You Know Who I Am? with Maria Shriver").

**About the Alzheimer's Association** - The Alzheimer's Association, the world leader in Alzheimer research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and cure for Alzheimer's. Since 1980, the donor supported, nonprofit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. **The Greater Illinois Chapter** serves dozens of counties with offices in Bloomington, Cartersville, Chicago, Joliet, Rockford and Springfield. For more information, call our Helpline at 800-272-3900 or visit [www.alz.org/illinois](http://www.alz.org/illinois).

###