



the compassion to care, the leadership to conquer

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**HUSBAND SEEKS VOTES FOR “ALZHEIMER’S DISEASE:
EARLY DETECTION MATTERS” PROJECT
*Alzheimer’s Campaign Selected for Top Five in
Members Project from American Express***

(CHICAGO) October 8, 2008 – The “Alzheimer’s Disease: Early Detection Matters” campaign has been selected as one of the top five campaigns in the Members Project from American Express, which will award \$1.5 million to the program that receives the most votes through Monday, October 13. The submitter, Jay Smith, whose wife has early onset Alzheimer’s disease, along with the Alzheimer’s Association, are now asking that card members go to <http://www.membersproject.com/project/view/OGSSPK> and vote for the Alzheimer’s Disease: Early Detection Matters campaign.

Smith’s wife, Patty, was diagnosed at the age of 51 after two years of uncertainty. According to the Alzheimer’s Association *2008 Alzheimer’s Disease Facts and Figures* report, there are approximately 5 million Americans living with Alzheimer’s and as many as 500,000 living with early onset Alzheimer’s Disease and other dementias. About half of the people who are currently living with Alzheimer’s have not been diagnosed.

“It took more than two years for my wife to obtain a correct medical diagnosis, so we decided to do everything we can to increase early detection of Alzheimer’s, stop the progression of the disease and help others along the way,” said Jay Smith, American Express card member who submitted the Early Detection Matters project. “The final stages of the disease are ravaging for the patient and caregiver. We can reduce that suffering by increasing knowledge about the early warning signs and importance of early detection, so people have the opportunity to plan for their future and take advantage of the resources that are currently available to them.”

Many Americans don’t know the 10 warning signs that signal memory loss might be a serious medical problem. The Alzheimer’s Disease: Early Detection Matters campaign was designed to create and implement an education program informing the public about the 10 warning signs of the disease along with the importance of an early diagnosis of Alzheimer’s, a progressive and fatal disease. One of the many benefits of early diagnosis is the ability for the person living with Alzheimer’s to be a part of the solution and help their family in making care decisions.

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The winning Members Project from American Express will be announced on October 14, 2008. To vote for the Alzheimer's Disease: Early Detection Matters project go to <http://www.membersproject.com/project/view/OGSSPK>.

The Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit www.alz.org.

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