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**UNTIL THURSDAY, NOVEMBER 1, 2007**

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**ALZHEIMER'S ASSOCIATION TO ADD WEB TOOL TO HELP FIND HOUSING  
OPTIONS FOR THOSE WITH DEMENTIA**

**Launching November 2007, National Family Caregiver and National Alzheimer's Disease  
Awareness Month**

**(CHICAGO) July 16, 2007** – With the current number of Americans living with Alzheimer's at more than 5 million and steadily climbing, millions of families touched by the disease are searching for housing for loved ones, but have no idea where to find information on options available in their area. Recognizing the need for a resource to aid these families in the search for dementia care, the Alzheimer's Association, in collaboration with SNAPforSeniors®, has developed the first national dementia-specific senior housing database, called Alzheimer's Association Senior Housing Finder<sup>sm</sup>. This free, web-based tool allows individuals to search for nursing homes, assisted living facilities, residential care homes and other senior housing options for people with dementia through [www.alz.org](http://www.alz.org).

Caring for a person with Alzheimer's poses special challenges; more than 40 percent of caregivers report high levels of emotional and physical stress. Persons living with the disease require increasing levels of care and supervision, eventually needing professional care. The Senior Housing Finder can provide a comprehensive list of appropriate housing options that may meet the care needs and lifestyle preferences of a loved one with Alzheimer's.

According to the *Alzheimer's Disease Facts and Figures, 2007* report by the Alzheimer's Association, one in eight Americans over the age of 65 has Alzheimer's, with nearly one half of those over 85 affected. The startling rate at which the number of Americans with Alzheimer's disease has risen makes the need for a comprehensive and objective resource like the Senior Housing Finder all the more obvious.

“The Senior Housing Finder is an important tool that gives caregivers and family members the capacity to find support and do research without disrupting their lives,” said Peter Reed, PhD, senior director of programs with the Alzheimer's Association. “Our hope is that this tool will give families impacted by Alzheimer's disease or other forms of dementia the ability to more effectively plan for the future and anticipate what they may need.”

The Alzheimer's Association and SNAPforSeniors recently invited all senior housing and residential care providers to complete a free SNAP-Profile™ detailing the specific care levels and

amenities that they offer. As more providers complete these detailed profiles, the Senior Housing Finder will have the capability to filter housing options based on geographic area, level of care, and personal needs, as well as preferences such as care services, security, dietary options, transportation, accommodations, activities and lifestyle amenities available. The resource can also screen facilities by the level of care provided consistent with the seven stages of Alzheimer's disease progression as outlined by the Alzheimer's Association. After an individual enters their personalized search criteria, they can view a customized report with a listing of facilities that they can contact for more information.

In addition to providing individuals with information on housing options through the Senior Housing Finder, [www.alz.org](http://www.alz.org), also houses CareFinder™, which provides detailed information on a variety of issues surrounding care options, including:

- **Planning Ahead** - A diagnosis of Alzheimer's in the early stages of the disease does not mean that a person cannot make decisions, so it is important that the individual participate in the decision-making process as much as possible about their future care, legal and financial planning.
- **Care Options** - Individuals with dementia have unique care needs and there are many types of care available. The CareFinder defines and outlines the types of care available, and informs families so they can determine what care is needed for their loved ones.
- **Coordinating Care** - Caring for a loved one with Alzheimer's disease can involve several types of care providers, from physicians, to in-home assistance, to long-term care such as assisted living and nursing homes. The CareFinder offers advice on how families can remain engaged in the care of their loved ones and communicate with doctors and other care providers to address changing needs.
- **Support and Resources** - Various support programs are available to help people affected by Alzheimer's disease. The Alzheimer's Association Helpline at 1.800.272.3900 is available 24 hours a day and seven days a week and now with the help of SNAPforSeniors, the Senior Housing Finder is available through [www.alz.org](http://www.alz.org).

#### **About 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](http://www.alz.org).

#### **About SNAPforSeniors®**

SNAPforSeniors®, Inc. is a Seattle-based information company which has developed the most current and comprehensive senior housing resource and listing service in the U.S. Through the Alliance Network Program, SNAPforSeniors licenses and private-labels its database and search tools to leading third party websites to help their users Search New Available Places more quickly and easily. Listings of 65,000+ senior housing facilities across 179 license types are maintained through regular updates from over 200 data sources. For more information, e-mail [info@snapforseniors.com](mailto:info@snapforseniors.com) or call 1-206-575-0728.

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