

(Advocate finds her calling through the Association, continued from page 1)



member of its National Early-Stage Advisory Group. Advisors are living in the early stage of Alzheimer's or other dementia and help raise awareness and reduce stigma of the disease. "It's a very vibrant group — and it's a tremendous benefit to me

personally to know I'm not in this alone."

Today, Barb is part of multiple advocacy efforts on behalf of the Alzheimer's Association, which she calls "the gold standard for information and resources on Alzheimer's disease." She has spoken at her chapter's Reason to Hope Breakfast and visited the state capitol, where she met with legislative staff about increasing funding for Alzheimer's research. And, Barb is now an Alzheimer's Congressional Team Member to Virginia Speaker of the House, Rep. Bill Howell (R-28).

Her many accomplishments in the face of her diagnosis are a testament to her strength and resilience. Barb feels that her life experiences have prepared her to be an advocate for the Alzheimer's Association. "I was put on this earth to do this," said Barb.

"The Alzheimer's Association has done so much for me ... they've helped me reinvent myself. Now I am going to make a difference by trying to raise awareness, dispelling myths and misconceptions, and trying to end the stigma of Alzheimer's disease."

You can learn more about the Association's advocacy efforts at alz.org/advocacy.

Don't just hope for a cure. Help us find one.

Alzheimer's Association TrialMatch® is a free, easy-to-use clinical studies matching service that connects individuals with Alzheimer's, caregivers, healthy volunteers and physicians with current studies. Our continuously updated database of Alzheimer's clinical trials includes more than 225 promising clinical studies being conducted at over 700 trial sites across the country.

You can find potential studies in four easy steps:

Step 1: Access TrialMatch online at alz.org/trialmatch. For additional assistance, email trialmatch@alz.org or call **800.272.3900**.

Step 2: Complete a brief questionnaire to create a profile.

Step 3: The Alzheimer's Association will compare your unique profile to its comprehensive, continually updated clinical study database.

Step 4: You will receive information about studies for which you might be a good fit based on your preferences, location and personal characteristics.

To learn more, visit alz.org/trialmatch or call **800.272.3900**.

Welcome to the new issue of *Alois Society Connector*, published exclusively for members of the Alzheimer's Association Alois Society. You belong to an extraordinary group of people who offer inspiration as well as financial leadership to support the Association's efforts to advance research, provide vital care and support programs, and shape public policy that improves the lives of all those affected by this devastating disease. Thank you for your exceptional commitment.

Advocate finds her calling through the Association

Barb Cole was only in her late 40s when she first realized something was seriously wrong with her memory. All of a sudden, routine tasks started taking her twice as long to accomplish. She'd forget if she washed her hair or even brushed her teeth. As someone who had always been very articulate, she was especially confused when she started struggling to find her words.

"I would compare my train of thought to blowing bubbles," said Barb. "Some thoughts would last a while and float around. Others would pop quickly and simply be gone."

After years of extensive testing to determine the underlying cause, Barb Cole was diagnosed with younger-onset Alzheimer's disease at the age of 53. She and her family were heartbroken.

"Alzheimer's was the last thing any of us expected it to be because of my age," said Barb. "It was really devastating for me personally. I could no longer work because I couldn't memorize important information anymore, and with that I lost my sense of identity."



Barb Cole and her daughter

Determined to not let her diagnosis derail the remainder of her life, Barb reached out to the Alzheimer's Association for help. She quickly became involved with her local chapter and emerged as a leader in advocacy efforts.

Barb was thrilled when the Alzheimer's Association selected her to be a

"I was put on this earth to do this."

— Barb Cole

(Story continues on page 4)

WHAT YOU'LL FIND INSIDE

P.2 10 Ways to Love Your Brain

P.2 Caring for someone with Alzheimer's disease

P.3 June 20 is The Longest Day®

P.3 Clinical trial breakthroughs

P.4 Don't just hope for a cure. Help us find one.

10 WAYS TO LOVE YOUR BRAIN



BREAK A SWEAT

Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.



HIT THE BOOKS

Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.



BUTT OUT

Smoking increases risk of cognitive decline. Quitting smoking can reduce risk to levels comparable to those who have not smoked.



FOLLOW YOUR HEART

Risk factors for cardiovascular disease and stroke – obesity, high blood pressure and diabetes – negatively impact your cognitive health.



HEADS UP!

Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.



FUEL UP RIGHT

Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.



CATCH SOME ZZZ'S

Not getting enough sleep may result in problems with memory and thinking.



TAKE CARE OF YOUR MENTAL HEALTH

Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.



BUDDY UP

Staying socially engaged may support brain health. Find ways to be part of your local community or share activities with friends and family.



STUMP YOURSELF

Challenge your mind. Build a piece of furniture. Play games of strategy, like bridge.

Caring for someone with Alzheimer's disease

Caring for a friend or family member with Alzheimer's disease can take a physical and emotional toll. But you are not alone. Last year, more than 15 million family and friends provided 17.9 billion hours of unpaid care to those with Alzheimer's disease and other dementias.

Whether you provide daily care, participate in the decision making or simply care about a person with the disease — there's much to do and plenty to know. The Alzheimer's Association provides free resources, tools and support that can help make the caregiving journey as rewarding as it is challenging.

alz.org/care

The Alzheimer's and Dementia Caregiver Center provides reliable information and easy access to helpful resources.

alz.org/training

Free online workshop: Living with Alzheimer's: For Caregivers series.

alz.org/findus

Support groups, education programs and more available in communities nationwide.

800.272.3900

24/7 Helpline — Available all day, every day.



June 20 is The Longest Day®

It's not too early to start planning for The Longest Day®, one of the signature events of the Alzheimer's Association. Held annually on the summer solstice, the duration of this sunrise-to-sunset event symbolizes the challenging journey of those living with the disease and their caregivers. Thousands of teams are encouraged to create their own experience as they fundraise and participate in an activity they love to honor someone facing the disease.

More than 5 million Americans are living with Alzheimer's, and without significant progress, that number could reach 7.1 million by 2025. Take action. Raise funds and awareness by participating in The Longest Day.

To learn more, or to start or join a team, visit alz.org/thelongestday or call 800.272.3900.



STEP 1 GRAB YOUR FRIENDS



STEP 2 PUT YOUR PASSION TO GOOD WORK



STEP 3 RAISE MONEY AND MOVE THE CAUSE FORWARD



STEP 4 PLAN YOUR DAY



STEP 5 CELEBRATE AT SUNSET

Clinical trial breakthroughs

More than 4,500 of the world's leading scientists convened at the Alzheimer's Association International Conference® 2015 (AAIC®), the premier annual forum for the presentation and discussion of the latest Alzheimer's and dementia research. Held July 18–23 in Washington, D.C., the meeting featured researchers from 65 countries, nearly 500 expert speakers and more than 1,200 poster presentations.

Exciting results presented for the first time at AAIC covered clinical trial breakthroughs. More than a dozen experimental drug studies showed researchers fighting Alzheimer's disease from multiple angles, targeting underlying causes and symptoms. Reports discussed advanced trials and analyses in drugs targeting the

abnormal amyloid protein that forms plaques in the brain, one of the hallmarks of Alzheimer's. A new "delayed-start" analysis of negative Phase 3 clinical trials of solanezumab suggested that the drug may slow the progression of mild Alzheimer's disease.

"The data from these new analyses present exciting possibilities, and we look forward to the results of future studies in these experimental drugs," said Maria Carrillo, Ph.D., Alzheimer's Association chief science officer. "For the delayed-start analysis in particular, if it proves to be true, it is the strongest argument to date for early Alzheimer's diagnosis because getting the drug earlier makes a significant difference in the outcome."

To learn more about clinical trials, visit alz.org/trialmatch.