



the compassion to care, the leadership to conquer

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**ALZHEIMER'S ASSOCIATION CALLS ON PRESIDENTIAL
CANDIDATES TO ADDRESS LOOMING EPIDEMIC**

- Report Reveals 10 Million Baby Boomers Will Develop Alzheimer's Disease-

Washington, DC, March 18, 2008 – According to the new *2008 Alzheimer's Disease Facts and Figures* report released today, 10 million baby boomers will develop the disease and in full page ads in the *New York Times*, *Washington Post* and *Wall Street Journal*, the Alzheimer's Association® asks the Presidential candidates what they are going to do about the escalating Alzheimer epidemic. Currently there is no cure or effective treatment that delays the progression of the fatal disease.

“Leadership from the top is vital and an effective plan to stop this emerging epidemic is necessary to save millions of lives and billions of dollars for the nation’s healthcare system,” said Harry Johns, President and CEO of the Alzheimer’s Association. “Disease-modifying treatments are within our grasp, but an immediate and significant increase in federally funded Alzheimer research is critical to make Alzheimer’s a thing of the past.”

The *2008 Alzheimer's Disease Facts and Figures* indicates that there are an estimated 5.2 million Americans living with Alzheimer’s disease, the seventh leading cause of death in the country and the fifth leading cause of death for those over age 65. Experts predict by 2010, there will be almost a half million new cases of Alzheimer’s disease a year; and by 2050, there will be almost a million new cases each year.

“Whether it is President-elect Clinton, McCain or Obama – each one must be prepared to address the concerns of the millions affected by Alzheimer’s today and the one out of eight boomers who will face it tomorrow. The stakes are high and ending Alzheimer’s disease must be at the top of the next Administration’s agenda or the consequences will be dire for families, Medicare, Medicaid and the nation’s healthcare infrastructure,” said Johns.

To read the Alzheimer’s Association’s *2008 Alzheimer's Disease Facts and Figures* report, visit www.alz.org

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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