



the compassion to care, the leadership to conquer

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ALZHEIMER'S DISEASE AWARENESS STAMP NOW AVAILABLE

–Stamp Reinforces Importance of Alzheimer's Education–

Washington, DC, October 17, 2008 – According to the Alzheimer's Association's 2008 *Alzheimer's Disease Facts and Figures*, an estimated 5.2 million Americans are living with Alzheimer's and this number is expected to grow to 16 million by midcentury. With an aging baby boomer population, this degenerative brain disease will continue to touch more lives. More funding for research and more supportive services for those living with Alzheimer's disease begins with greater overall public awareness. The Alzheimer's Association commends the U.S. Postal Service because this new stamp is a tremendous step in that education effort.

Alzheimer's doesn't just impact the individual; it impacts entire families. Today, there are nearly 10 million people providing 8.4 billion hours of unpaid care to someone with Alzheimer's or another dementia valued at \$89 billion. By including Alzheimer's disease in its long tradition of highlighting health and social issues through its awareness stamp program, the Postal Service continues to illuminate the challenges of those with the disease and their caregivers as well.

Researchers continue to look for new treatments to slow or stop the progression of Alzheimer's disease. These new therapies, when they are developed, will be most effective when taken as early in the course of the disease as possible making it even more urgent for effective early detection of Alzheimer's disease. Early diagnosis improves care and treatment options for individuals by empowering them to participate more fully in their lives. It offers individuals more time to make choices to maximize the quality of life, build the right medical team, and gain earlier access to existing medications, programs and services.

The Alzheimer's Association list 10 warning signs of Alzheimer's disease:

- Memory loss
- Problems with language
- Poor decreased judgment
- Misplacing things
- Changes in personality
- Difficulty performing familiar tasks
- Disorientation to time and place
- Problems with abstract thinking
- Changes in mood or behavior
- Loss of initiative

The need for education, information, and supportive services for those with Alzheimer's disease is paramount. Fortunately, the Alzheimer's Association provides a wealth of resources to assist those who have been touched by the disease, including a 24/7 Helpline, local information for referrals, care consultations, public education events and support groups. For more information about the Alzheimer Awareness 42-cent commemorative stamp which is available for purchase beginning today, visit <http://shop.usps.com>, click on Stamps and then on 42-Cent First-Class.

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.

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