



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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## **Help Just a Phone Call Away for Individuals Affected by Memory Loss**

**CHICAGO** – Nov. 1, 2005 – When it comes to Alzheimer's, you are not alone. That is the message the Alzheimer's Association is sending out to people with Alzheimer's, their families and caregivers in a nationwide campaign during National Alzheimer's Disease Month (NADM) which is held in November and was established by former president Ronald Reagan in 1983.

The Alzheimer's Association's has launched the "Make the First Call" campaign, a nationwide public education initiative to educate the public about the Association's Helpline which provides 24-hour assistance, 7 days a week at **1.800.272.3900**.

The Helpline is a confidential service, staffed by master's level clinicians who provide callers with information about understanding dementia, Alzheimer's diagnosis, treatment options, caregiving information and crisis assistance. Through the Helpline, callers can also be connected to local Association chapters which are the premier local resource for help with memory loss. In 2004, the Association received more than 240,000 calls.

Since the first National Alzheimer's Disease Month in 1983, the number of people with Alzheimer's has increased from 2 million to 4.5 million.

"Alzheimer's is a devastating and overwhelming disease and people often feel ashamed by it or don't know where to turn for help. We want people to know that the Alzheimer's Association is there to help," said Kathleen O'Brien, senior vice president, program and community services, Alzheimer's Association. "One simple call to the Alzheimer's Association can be the first step to helping individuals and families regain control and confidence over this disease. Our Helpline is staffed by trained and knowledgeable individuals who are there to listen with a sympathetic ear. Each caller's questions or concerns are important to us."

# alzheimer's association™

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The Alzheimer's Association, the world leader in Alzheimer research and support, is the first and largest voluntary health organization dedicated to finding prevention methods, treatments and an eventual cure for Alzheimer's. For nearly 25 years, the donor-supported, not-for-profit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes.

The Alzheimer's Association's vision is a world without Alzheimer's and its dual mission is to eliminate Alzheimer's disease through the advancement of research and to enhance care and support for individuals, their families and caregivers. For more information, visit [www.alz.org](http://www.alz.org) or call 800-272-3900.

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