



## **FOR IMMEDIATE RELEASE**

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### **MEDIA ALERT**

#### **Dementia leaders from around the world coming to Toronto, Canada for landmark conference on Alzheimer's disease**

**SAVE THE DATE – MARCH 26-29, 2011** – and **REGISTER NOW** – for the 26<sup>th</sup> Annual Conference of Alzheimer's Disease International (ADI) at the Sheraton Centre Hotel, 123 Queen St. West, Toronto, Ontario, Canada.

Co-hosted by the Alzheimer Society of Canada, this prestigious conference unites a dynamic community of Canadian and international researchers, dementia care professionals, medical experts, healthcare practitioners, family caregivers and Alzheimer organizations to address significant issues facing millions of people living with Alzheimer's disease and related dementias today.

#### **Five good reasons to attend**

- Get access to new research, clinical trials and drug therapies
- Discover new evidence in the protective powers of diet, exercise and other lifestyle factors
- Learn how the latest technology is helping people with dementia live safely and more independently
- Hear first-hand the compelling and triumphant stories of people with the disease
- Find out how community-based solutions in India and other countries are maximizing treatment and quality of life for those affected

#### **115 million reasons to care, 604 billion reasons to take action**

As the number of people with dementia worldwide is expected to reach 115 million by 2050 and with dementia costs already at a staggering \$604 billion, this year's conference will also challenge the World Health Organization to make dementia a global health priority. Says Marc Wortmann, ADI Executive Director, "In financial terms Alzheimer's will be the most pressing health challenge of the 21st century unless we find a cure quickly. The need to find new ways of dealing with the disease is urgent. This conference will go a long way towards helping find those solutions."



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Wortmann and other dementia leaders will also be urging world governments, particularly Canada's –where over a million people will have the disease by 2038– to develop national strategies to tackle the looming crisis.

For more information, please visit [www.adi2011.org](http://www.adi2011.org) and follow the conference on Facebook and Twitter.

### **About Alzheimer's Disease International**

Alzheimer's Disease International (ADI) is the international federation of over 70 Alzheimer associations. It was founded in 1984 as a network for Alzheimer associations around the world to share and exchange information, resources and skills. ADI is based in London and is registered as a non-profit organization in the USA. ADI has been in official relations with the World Health Organization since 1996. Each member is the national Alzheimer association in their country who support people with dementia and their families. ADI's mission is to improve the quality of life of people with dementia and their families throughout the world. Visit [www.alz.co.uk](http://www.alz.co.uk).

**NOTE:** Media registration is complimentary for credentialed members of the media.

To qualify, you need an assignment letter from the organization for which you will be covering the conference (signed and on letterhead), along with professional identification for yourself as a journalist. Contact Kirstin Blakey by e-mail at [adi2011@mci-group.com](mailto:adi2011@mci-group.com)