



**FOR IMMEDIATE RELEASE**

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**Alzheimer research, prevention and treatment tops international conference  
March 26-29, 2011 - Sheraton Centre Hotel, Toronto**

**Toronto, ON, March 14, 2011** - From drug therapies to the right type of diet, the world's leading dementia experts will focus on the most effective methods for preventing and treating Alzheimer's disease and related dementias at the 26<sup>th</sup> Annual Conference of Alzheimer's Disease International (ADI). Researchers, clinicians, healthcare professionals, advocates, Alzheimer organizations, as well as people with the disease and family caregivers, will share the latest research and thinking on virtually every aspect of dementia - now affecting 36 million worldwide and expected to be one of the most serious global health crisis of the 21<sup>st</sup> century.

**Conference highlights:**

**Saturday, March 26, 10 - 3 p.m.**

**Breaking the silence of people with dementia - *A Changing Melody***

This day-long forum shines a spotlight on people living with dementia speaking from their heart about their fears, stigma, coping and other issues. Among them is Christine Bryden, an Australian author and advocate, who was only 46 and a single mother of three when she was diagnosed with dementia.

**Sunday March 27, 8:45 – 10:30 a.m.**

**The Public Health Agenda**

In what promises to be a hotly debated session, ADI Executive Director Marc Wortmann and other dementia leaders will call on the World Health Organization to make dementia a global health priority and urge the Canadian government to catch up with other Western governments and adopt a national strategy to address the swelling numbers. The discussion will be moderated by veteran Canadian journalist Dale Goldhawk who will take questions from the audience.

**Sunday, March 27, 11- 12:30 p.m.**

**Emerging approaches in psychosocial research**

Are diet, exercise and alternative approaches more effective than medications in treating or slowing dementia? In India where 3.7 million Indians live with dementia and dedicated resources are scarce, Dr. Amit Dias is leading an award-winning community-based project to bring awareness and care to those affected.



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**Monday, March 28, 9- 10:30 a.m.**  
**New developments in Alzheimer's disease**

This plenary session provides an overview of current developments in research and drug therapies. Dr. Ronald Petersen, Director of the Alzheimer's Disease Research Centre at the Mayo Clinic, will discuss the results of a landmark study on whether neuroimaging technologies like MRI and PET can lead to an earlier and more accurate diagnosis of Alzheimer's disease.

**Monday, March 28, 11-12:30 p.m.**  
**Lifestyle and Alzheimer's disease prevention**

Much has been reported on diet and nutrition in controlling risk factors for Alzheimer's disease but can they actually help prevent the disease? Toronto senior research scientist Dr. Carol Greenwood and Dr. Nikos Scarmeas, a medical expert from Columbia University and proponent of the popular Mediterranean diet, weigh in with the facts.

**Tuesday, March 29, 11-12:30 p.m.**  
**Research and practice related to dementia in Indigenous communities**

Around the world, countries are devising creative ways to deliver culturally appropriate care to ethnic minorities and indigenous peoples who often face barriers to getting help. In Canada, social worker Robin Shawanoo, who is also a member of the Kettle and Stony Point First Nation near Sarnia, Ontario, assesses and counsels members of the Oneida Nation of the Thames near London on behalf of the Alzheimer Society of London and Middlesex. He brings both the challenges and solutions to reaching out to Aboriginals to the fore.

Visit [www.adi2011.org](http://www.adi2011.org) for more information 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. Please Kirstin Blakey at [adi2011@mci-group.com](mailto:adi2011@mci-group.com)