

**For immediate release**

**September is World Alzheimer's Month  
Do something amazing for Alzheimer's research  
Alzheimer Society aims to raise \$50,000**

**Toronto, ON, September 10, 2015** - For the 747,000 Canadians living with Alzheimer's disease and other dementias, nothing is more important than finding more effective treatments and, ultimately, a cure.

Yet the spread of dementia, which will affect 1.4 million Canadians in the next 16 years with economic costs rising to \$293 billion by 2040, is outpacing research investment. That's why we're asking Canadians to support home-grown researchers, known globally for their incredible work, during our *Do something amazing for Alzheimer's campaign* for World Alzheimer's Month.

Here's how: visit our campaign <http://www.alzheimer.ca/en/ns/Home/Do-something-amazing> to learn more about the Alzheimer Society Research Program and meet some of the researchers we fund. Throughout September, you can also ask any question about what's happening in dementia research. We will select the most commonly asked questions and have them answered by a top researcher in the field. You can also participate in our campaign through Twitter and Facebook and challenge others to do the same.

This year, the Alzheimer Society Research Program awarded \$3.9 million in grants and awards to Canadian researchers devoted to improving the understanding, prevention, diagnosis and treatment of dementia, bringing the total investment to over \$47 million since the Program launched in 1989. The Program just announced its 2016 competition with more information available at: <http://www.alzheimer.ca/en/Research/How-to-apply>

Research is pivotal to stopping dementia and more investment will get us there faster and benefit those it affects. So, let's do something amazing for Alzheimer's.

**About the Alzheimer Society**

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society offers help for today through our programs and services, and hope for tomorrow by funding research into the cause, prevention and a cure.

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