

For immediate release

**Alzheimer Society urges federal parties to act on dementia
Nanos survey says 83 percent of Canadians want a national dementia strategy**

Toronto, ON – September 16, 2015 - The Alzheimer Society announced today that a nationwide coordinated response is urgently needed to address the increasing spread of Alzheimer's disease and other dementias, and is urging party leaders in this election campaign to support the implementation of a national dementia strategy focused on research, prevention and living well with dementia.

With three out of every four Canadians knowing someone with dementia, the Alzheimer Society is asking Canadians personally affected by the disease to raise their voice for a national dementia strategy and make dementia an election priority.

Dementia has enormous costs to society and the Canadian economy. The debilitating disease, which causes problems with thinking and memory, still has no cure and eventually robs those it affects of their ability to do the most basic of tasks. An estimated 747,000 Canadians live with dementia. That number is expected to double to 1.4 million over the next 16 years with annual economic costs increasing tenfold, to \$293 billion by 2040.

Family caregivers are also greatly impacted by the disease which requires them to be on call 24/7 as it progresses. In 2011 alone, hours spent by caregivers was the equivalent of \$11 billion in lost income or 230,000 full-time jobs.

"We need to turn these troubling numbers into political action," says Mimi Lowi-Young, CEO, Alzheimer Society of Canada. "We've been asking Ottawa to work with the provinces to create a Canadian Alzheimer's Disease and Dementia Partnership to develop and implement a national dementia strategy."

Through the combined efforts of researchers, clinicians, health-care providers, governments and industry, the Partnership would work hand-in-hand with Canadians impacted by dementia to bring the strategy to life.

To raise your voice for a national dementia strategy, visit alzheimer.ca/election2015

For more information about the Nanos survey: http://www.alzheimer.ca/~media/Files/national/Media-releases/asc_factsheet_nanos_survey_questions.pdf

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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