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Educational Program to Promote Brain Health in Rockford

10 Million U.S. Baby Boomers will develop Alzheimer's disease.

ROCKFORD, IL—The Alzheimer's Association – Greater Illinois Chapter will “Now What Was I Saying?” on Thursday, October 30, 2008 from 2:00 p.m. until 3:30 p.m. at Christian Life Retirement Center, 250 Bienterra Trail, Rockford. This brain health seminar is intended for Baby Boomers and healthy older adults.

“‘Now What Was I Saying?’ is for people who are concerned about the affects aging will have on their brain,” said Susan Sklar, Program Manager for the Chapter. “This fun, informative and interactive seminar focuses on how our memory works, normal age-related changes versus serious memory problems and tricks and techniques to stimulate and challenge the brain.”

As the “Baby Boomer” generation enters the age of greatest risk there will be a sudden increase in the number of people affected by this devastating disease. A recent study conducted by the Alzheimer's Association states that ten million United States “Baby Boomers” will develop Alzheimer's disease in their remaining lifetime. Concurrently, every 71 seconds someone in America develops Alzheimer's disease and by mid-century someone will develop Alzheimer's disease every 33 seconds. The numbers are climbing at drastic rates and more people are being affected by this disease. “Now What Was I Saying?” is an excellent way to become enlightened about Alzheimer's disease and ways to keep your brain healthy for as long as possible.

To register for “Now What Was I Saying?” call the Greater Illinois Chapter at 815.484.1300 or visit www.alz.org/illinois.

About the Alzheimer's Association - The Alzheimer's Association, the world leader in Alzheimer research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and cure for Alzheimer's. Since 1980, the donor-supported, nonprofit 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 Greater Illinois Chapter serves dozens of counties with offices in Bloomington, Carterville, Chicago, Joliet, Rockford and Springfield. For more information, call our Helpline at 800-272-3900 or visit www.alz.org/illinois.

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