



FOR IMMEDIATE RELEASE

## **Alzheimer's Los Angeles Launches *Facing Alzheimer's Together* New City-Wide Campaign Highlighting and Honoring Caregivers Across Los Angeles**

**LOS ANGELES, CA** (September 5, 2018) – Today, Alzheimer's Los Angeles launched a new city-wide campaign: *Facing Alzheimer's Together*. The campaign, set to appear across all of Los Angeles and the Inland Empire, features real life Angelino-based caregivers and their loved ones. This campaign has been conceived to bring awareness to the organization's free care and services aimed to support people suffering from Alzheimer's and other forms of dementia, and equally, for the people taking care of them.

According to recent stats, there are almost 240,000 individuals in the greater Los Angeles and Inland Empire areas living with Alzheimer's or another form of dementia. And, for every person suffering from the disease there are one to three family members or loved ones acting as caregivers for the person afflicted. This campaign highlights and honors the daily dedication of caregivers who selflessly care for their loved ones who can no longer care for themselves or sustain independence.

*"It often takes multiple people to care for one person who has been diagnosed with Alzheimer's or another form of dementia. This 24-hour assistance comes at an exhausting price for caregivers and often translates into lost wages. We created this campaign to share some of the real faces behind the love and devotion of caregivers living in Southern California in an effort to let our community know that Alzheimer's LA is dedicated to providing free care and support for these unsung heroes," shares Heather Cooper Ortner, president and CEO of Alzheimer's Los Angeles.*

The photo-based campaign features gorgeously intimate portraits of real caregivers shot by internationally renowned Los Angeles based photographer **Donald Graham**, a longtime supporter of Alzheimer's Los Angeles, who is volunteering his time and talent to sit with and photograph each subject featured in the campaign.

The campaign will feature recognizable Angelinos who are also caregivers in their private lives, including: **Bonnie-Jill Laflin, Brett Schneider, Clint Howard, Elex Michaelson, Graham Shiels, Jovana Lara, Liz Hernandez, Nandani Maria Sinha and Rance Howard.**

The *Facing Alzheimer's Together* campaign will appear in both English and Spanish and will appear on light pole banners in various parts of Los Angeles, as well as on billboards, digital billboards at malls and in office elevators, pre-movie advertising. **Learn more at [www.FacingAlz.org](http://www.FacingAlz.org)**



Facing Alzheimer's Together media sponsors include: Alchemy, Adspace Networks, Becker Boards, Bulletin Displays, Captivate, Forbes Magazine, FOX, iKahan media, Lamar, Mahlmann Media, Martin Outdoor, NCM, New Tradition, OUTFRONT, Screenvision and Zenith Media.

Alzheimer's Los Angeles offers caregivers free access to the most up to date information, education and emotional support, providing tools and resources to help individuals and families navigate a diagnosis of Alzheimer's or another dementia. Free support groups, community workshops, educational materials, Care Counseling and a helpline are just some of the ways Alzheimer's Los Angeles serves the Los Angeles and Inland Empire community of caregivers.

### **About Alzheimer's Los Angeles**

For almost 40 years Alzheimer's Los Angeles has been serving people throughout Los Angeles County and the Inland Empire. 100% of funds raised stay local, providing free care and support for individuals and families. Low-cost training and education are also offered for professionals. Alzheimer's Los Angeles focuses on care, support, advocacy, and local research. Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline at 844.HELP.ALZ or visit [www.alzheimersLA.org](http://www.alzheimersLA.org)

Find Alzheimer's Los Angeles on social media:

Facebook: <https://www.facebook.com/ALZLA>

Twitter: [@ALZLA](https://twitter.com/ALZLA), Instagram: [@ALZLA](https://www.instagram.com/ALZLA)

YouTube: <https://www.youtube.com/AlzheimersLA>

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