



ALZHEIMER'S FOUNDATION OF AMERICA

"Caring for the Nation...One Person at a Time"

2010 Annual Report

Fiscal Year:

January 1, 2010 to
December 31, 2010

Our Mission:

"To provide optimal care and services to individuals confronting dementia, and to their caregivers and families, through member organizations dedicated to improving quality of life."

A MESSAGE FROM

Chairman Bert E. Brodsky & President and CEO Eric J. Hall



“The best thing for being sad is to learn something.” - T.H. White, “The Once and Future King”

The first thing we all learn about Alzheimer’s disease is perhaps the saddest thing: currently, there is no cure. What we do have is care; and that is precisely why learning everything possible about care becomes essential and immediate for anyone coming face to face with this illness, whether personally, in the role of caregiver, or as a friend, neighbor or colleague of someone affected. Once you do get educated, reach out for help and find support services, the journey is easier and the quality of life is better. It is also why we at the Alzheimer’s Foundation of America (AFA) focus our mission on finding and promoting optimal care for all who need it—and why we say, “Care makes all the difference!”

In 2010, more than in any previous year, we spread that message to our nation in an unprecedented campaign to raise public awareness of Alzheimer’s disease and related dementias. Pressed forward by our sense that time is against us, we crafted “The Black and White Campaign”—a framework that sets out key facts in, yes, “black and white.” Knowing that Alzheimer’s disease will reach epidemic proportions as the large wave of baby boomers enters the high risk age group of 65 years and older beginning in 2011, we simply cannot remain a nation of people unwilling to even speak about dementia, let alone know how best to help ourselves, our family members and our neighbors get through the crisis. It’s time we prepare ourselves as a nation. And it is long overdue for us all to extend an open hand of compassion and assistance to everyone currently affected by this heartbreaking disease, instead of sending them home to be veiled by isolation, silence and stigma.

To be successful in carrying our message, we enlisted the support of powerful allies. Among them were government leaders, including the federal lawmakers who listened to our voices and passed historic legislation like the National Alzheimer’s Project Act. We also thank President Obama for penning a guest column in AFA’s care *ADvantage* magazine, offering caregivers a better understanding of how health reform will affect them. We thank our many coalition partners, member organizations and constituents who united with us.

AFA also owes an enormous debt of gratitude to the journalists and celebrity volunteers who agreed in 2010 to leverage their power to inform or entertain us and help AFA unveil Alzheimer’s disease during the first “Together for Care” telethon that aired on NBC affiliates in major markets from coast to coast on December 4. Through their talents and thanks to the partnership with NBC and Al Roker Entertainment and the generous platinum sponsorship of Eisai, Inc., we empowered millions of Americans to learn something about Alzheimer’s disease for the first time while offering others in the throes of the disease validation, support—and hope.

We also wish to thank the thousands of individuals, foundations and businesses who lent their financial support to AFA’s work, either during the telethon or anytime during the year. Although we are pleased to salute our leading supporters, the Care Partners, for the first time in this year’s annual report—for they have been particularly generous in their response—AFA counted on every supporter’s participation to carry on our core work of education, referral, early detection and financial assistance to member organizations and families at the community level. The full range of AFA’s programs and services are further detailed in these pages. Together with our 1,400+ member organizations, AFA and its supporters are collectively making a difference in countless lives! To all our partners and all who helped, please accept our warmest appreciation for making possible a year that will be remembered as one of exceptional progress and reaffirmation that care makes all the difference. It *is* that black and white.

Bert E. Brodsky
Chairman

Eric J. Hall
President and CEO

SELECTED HIGHLIGHTS OF 2010

“Together For Care” Telethon

In 2010, as part of a comprehensive campaign to rally the nation to prepare for the projected surge in the number of Americans with Alzheimer's disease, AFA presented the first “Together for Care” telethon on December 4. The 60- or 30-minute telecast aired on NBC affiliates in 16 major markets and was available for national viewing on AFA's Web site.

Al Roker of the “Today” show served as host, and actor Hector Elizondo, AFA's honorary celebrity chairman, headed the show's celebrity lineup (see centerfold). Celebrity performances and calls to action were interspersed with segments on the current state of Alzheimer's disease from the perspective of both medical experts and family caregivers. “Together for Care” also took viewers inside several model community programs serving individuals with the disease and caregivers.

In addition to the participants highlighted in the centerfold, AFA wishes to thank: R&B singer-songwriter Shontelle; “Today” show co-anchor Natalie Morales; talk show host Wendy Williams; actors Nikki Blonsky, Jill Eikenberg, Steve Guttenberg and Michael Tucker; model Hope Dworaczyk; and former Olympian Carl Lewis; as well as Nate Berkus, Shawn Colvin, Ellen DeGeneres, Catherine Dent, the hosts of “The Doctors,” Morgan Freeman, Louis Gossett, Jr., Shirley Jones, Naomi Judd, Sarah Lancaster, Mario Lopez, Kirk Morrison, The Rockettes, Rob Thomas, Donald Trump, and Kellen Winslow. AFA extends gratitude to the many generous people who responded with contributions to help fund care-related programs and services as well as research through strategic partnerships.

AFA is singularly grateful to Eisai, Inc. for its generous, platinum-level corporate sponsorship of the telethon, and extends heartfelt appreciation to the teams at NBC Universal, Skycastle and Al Roker Entertainment, whose talents realized our vision for a compassionate, educational and galvanizing event.

Turn to the centerfold for photo coverage of the December 4 telethon.

“As I sat in the audience and looked around me, I choked up... My family has been struggling on and off with this disease for 25 years, and the fact that a major television station committed to such an important cause was not lost on me or my children... We want everyone involved to know how much their efforts are appreciated... I finally feel like people are standing up and taking notice. Thank you!”

Karen Henley, Family Caregiver, Westbury, NY



NASDAQ invited AFA to ring the opening bell on November 2 in recognition of National Alzheimer's Disease Awareness Month and to help get the word out about the December 4 telethon. Photo: © 2010, The NASDAQ OMX Group, Inc.

SELECTED HIGHLIGHTS OF 2010

AFA Advocacy Victories

Thanks to AFA's advocacy, the new annual wellness exam for Medicare beneficiaries includes the detection of cognitive impairment effective January 2011. AFA successfully advocated for the provision to help speed early identification of memory problems, including Alzheimer's disease and related dementias.

In 2010, AFA successfully pushed for the passage of the National Alzheimer's Project Act, which will create the first national strategy for tackling Alzheimer's disease and coordinate government efforts to prevent and treat disease. In addition, Eric J. Hall, AFA's president and CEO, met with top White House health reform policy staff, urging them to include the issues of dementia and family caregivers in their educational outreach to seniors about the new health reform law.

Among other policy efforts, AFA also worked on the implementation of several dementia-related initiatives, including:

- nursing home transparency and dementia training for staff;
- funding for the Cures Acceleration Network (CAN), which is intended to speed the development of new treatments for serious and costly diseases such as Alzheimer's disease by cutting the time between discovery and development of drugs and therapies through new grant-making mechanisms at the National Institutes of Health (NIH).

Coalition Leadership

In 2010, AFA took an active role in many national coalitions, including Leaders Engaged in Alzheimer's Disease (LEAD), comprising more than 30 members, organizations and federal agencies dedicated to increasing awareness of Alzheimer's disease, which AFA co-facilitates; and ACT-AD, a coalition seeking to accelerate the development of potential cures and treatments for Alzheimer's disease, where AFA's CEO serves on the advisory board.

"We no longer have the luxury of time when it comes to Alzheimer's disease. Our hope is that these efforts will catapult the nation into realizing that Alzheimer's disease is in the future for too many American families, and that now is the time to make this healthcare crisis a national priority."

*Eric J. Hall, President and CEO,
Alzheimer's Foundation of America*



C-Span's "Washington Journal" interviewed AFA's President and CEO, Eric J. Hall, in December about his testimony before the U.S. House Energy & Commerce Committee, Subcommittee on Health; and his remarks at an Alzheimer's Forum hosted by the U.S. Senate Special Committee on Aging.

SELECTED HIGHLIGHTS OF 2010

AFA Observes National Alzheimer's Disease Awareness Month, Advances Early Detection

November 16 marked National Memory Screening Day, an event during which thousands of qualified healthcare professionals across the country provided free, confidential memory screenings to individuals with memory concerns or who want to check their memory now and for future comparison. National Memory Screening Day is part of AFA's overall strategy to promote early and proper detection of memory problems and appropriate intervention. In 2010, the event won the support of 25 leading professional and trade associations.

More than 2,300 venues nationwide participated, including doctors' offices, hospitals, senior centers, assisted living facilities, libraries and the entire Kmart pharmacy chain. AFA estimates that 60,000 adults were screened through the initiative and another 25,000, although not screened, picked up educational materials. Evident of the need for this event, an estimated 28 percent received poor scores and were referred to their healthcare providers for clinical follow-up and diagnosis.

This year, in collaboration with the Latino Alzheimer's and Memory Disorders Alliance, the Mexican Consulate and major local hospitals, AFA introduced memory screenings in Spanish in Chicago, Los Angeles and New York.

Special thanks to Forest Laboratories for its silver sponsorship and Novartis Pharmaceuticals for serving as remembrance sponsor. Additional funding was provided by Accera, Inc., the Helen Brach Foundation, and Ortho McNeil-Janssen, and legislative grants from New York State Senators Thomas K. Duane and Jeffrey D. Klein.

"Memory screenings can point you in the right direction. Take the results and start talking with your healthcare professional – sooner rather than later."

Hector Elizondo, AFA's Honorary Celebrity Chairman, who served as National Memory Screening Day spokesperson



On November 14, 250 communities across the country lit "candles of care" to remember individuals who passed away from Alzheimer's disease and honor families currently affected by the disease. Many hundreds of others participated virtually by "lighting" tribute candles at www.candlelighting.org, AFA's National Commemorative Candle Lighting Web site.

Special Moments From the **“TOGETHER FOR CARE” TELETHON**

On the evening of December 4, in 16 major markets across the country, the nation’s first “Together For Care” telethon aired on NBC affiliates and included performances, profiles of families and community organizations, a medical update and calls for support. AFA sent a message of hope, love and care to millions of Americans affected by Alzheimer’s disease while educating countless others about the growing health crisis.





1 Telethon host Al Roker and Sesame Street's Elmo remind children to use body language, such as hugs and smiles, when communicating with loved ones who have Alzheimer's disease.

2 As real people affected by the disease are remembered during a montage sequence behind him, country singer-songwriter Brett Eldredge performs his debut single "Raymond," one of the few songs highlighting Alzheimer's disease.

3 Celebrity chef Lidia Bastianich and "Today" show nutrition commentator Joy Bauer convey information about maintaining a healthy lifestyle as we age.



4 Actor Hector Elizondo (center) with the Montalvo family—(l. to r.) daughter Starr, dad Joe, who is living with young onset Alzheimer's disease, mom Jane, and son Jonathan. The Montalvos were featured on a telethon segment about young onset Alzheimer's disease.

5 American Idol winner Kris Allen delivers a heartfelt performance while panels from the AFA Quilt To Remember debut on national television behind him.



6 Some members of the cast of "30 Rock" send a message of hope and help to teens, encouraging them to access the AFA Teens division.

7 Wilson Phillips deliver the closing musical performance of the evening.

8 After the telethon, AFA's President and CEO, Eric J. Hall (3rd from left, back row), and Board Chairman, Bert Brodsky (4th from left, front row), pose backstage with executives from Eisai, Inc., the telethon's platinum sponsor.

SELECTED HIGHLIGHTS OF 2010

Dementia Care Professionals of America (DCPA)

The AFA division that offers home health aides, social workers, nurses, physicians and other healthcare professionals membership, practical training, continuing education and qualification, DCPA continued to be in demand by dementia care employees and employers nationwide. In 2010, DCPA welcomed almost 1,000 new members and renewed hundreds of others, bringing its cumulative participation to 5,325 care professionals nationwide.

As part of a grant from the New York State Department of Health, Division of Chronic Disease Prevention and Adult Health, DCPA continued to offer several free training workshops throughout New York City. In 2010, DCPA developed a hospital-based model training program for nurses and paraprofessionals caring for individuals with dementia. Glen Cove Hospital, a 265-bed acute care facility on Long Island, NY, tested the pilot. AFA is now challenging other acute care facilities to follow the hospital's lead.

Other Training & Educational Resources

In 2010, AFA added new items to its training toolbox: a new training DVD entitled "Preventing Falls: Practical Steps to Reduce Fears and Risks," the latest in AFA's home caregiver DVD training series "Your Time to Care," and funded in part with a grant from Novartis Pharmaceuticals; new periodic one-hour audio Webcasts, led by dementia-care experts; a new brochure specifically to address African-Americans and Alzheimer's disease, funded with the help of a grant from the Extendicare Foundation; and new afternoon hours for Care Connection, a free teleconference service that will now allow professionals to earn credits towards renewal of DCPA Provider qualification status. These resources join care *ADvantage*, AFA's magazine for dementia caregivers. In fall 2010, the magazine proudly published a guest column penned by President Obama.

Educational Conferences

AFA brought its tried and true educational conferences to North Carolina, holding daylong conferences geared toward family caregivers on August 6 in Charlotte and on August 7 in Raleigh. Top experts presented on topics related to early detection, behavior challenges and activities of daily living. AFA would like to thank Accera, Inc. for sponsoring these regional conferences.

"I would like to thank you for your wonderful magazine, care *ADvantage*. Since my husband [is ill], I was most interested and impressed... Your magazine is very helpful! Thank you."

Mary Ann Allen, Family Caregiver, Bonner Springs, KS



The AFA Quilt to Remember, stitched by hundreds of volunteer hands, grew in 2010 to comprise 139 heartfelt panels, each conveying a moving personal story. On April 28, panels were on view at the Today's Caregiver "Fearless Caregiver Conference" in Fort Lauderdale, FL. Selected panels were also displayed at other Alzheimer's disease conferences in California, Washington and West Palm Beach, FL.

SELECTED HIGHLIGHTS OF 2010

AFA Teens Division

Tens of thousands of teens each month continued to visit the division's Web site, www.afateens.org, to obtain information about dementia, submit creative contributions, ask questions of AFA social workers, connect with peers or sign up to start new community projects.

In 2010, AFA Teens sponsored the third annual "AFA Teens for Alzheimer's Awareness College Scholarship," an essay contest that invites college-bound teens to reflect on the impact of Alzheimer's disease on them, their families and communities. More than 1,300 entrants competed for the \$5,000 top award, which went to Katherine Henley of Phoenix who chronicled the loss of her father to young onset Alzheimer's disease. In the fall, AFA introduced the "AFA Teens Video Competition" that asked teens to record a video expressing lessons learned about the disease. The top \$500 award went to Margaret Yan, Orlando, FL. View winning entries at www.afateens.org.

AFA Grants

In 2010, AFA competitively awarded \$130,000 to member organizations and to families in need of respite care. The 2010 Brodsky Award, which recognizes innovation, went to the Marian Chace Foundation (MCF) of the American Dance Therapy Association of Columbia, MD, whose movement workshop for individuals with dementia improves well-being. During AFA's bi-annual grant cycles, 17 other AFA member organizations received grants to help expand programs and services. AFA also assisted 20 financially-pressed families with respite care grants, giving them the critical opportunity to take a break and tend to their own needs. AFA is also pleased to be working with the Alzheimer's Disease Discovery Fund (ADDF), a new strategic partner whose expertise in medical research will facilitate AFA's new commitment to make strategic and focused investments in projects that advance better treatments and a cure for Alzheimer's disease.

Excellence in Care (EIC)

EIC is AFA's program for facilities, such as skilled nursing and adult day programs, which engages them in a comprehensive evaluation of standards and performance improvement. In 2010, five new facilities qualified for the EIC seal—including the first in New England and the first in New Jersey—joining 23 others nationwide.

"As the challenging economic climate continues, your generosity has been an invaluable tool in assisting caregivers with acquiring some much needed respite through the collaborative effort of your grant and our services. Thank you."

Darlene Spagnola, Director - Briteside Adult Day Centers, Flemington, NJ



In 2010, AFA welcomed new strategic partners, including Second Wind Dreams whose program of granting wishes to individuals with dementia embodies compassion and inspiration. Among the dreams granted, a woman with Alzheimer's disease enjoys a trip to the beach—a place she had loved to frequent before she lost her independence. Although she had not spoken for months, on this day she spoke with her loved ones again.

SPECIAL EVENTS

AFA's special events play an important role in raising funds for our programs and services.



1 The 2010 season got underway in Palm Beach, FL on March 31 when an enthusiastic committee held its first "For the Love of George" cocktail reception at the Colony Hotel-Palm Court. Pictured are Palm Beach Committee Chairman Bruce Barnett (r.) with Alex Barnett, co-chairman of the AFA Junior Committee, and Palm Beach Committee Co-Chair Lillian Kreitsek.



2 On October 21, the veteran AFA Junior Committee hosted its sixth annual "For the Love of George" cocktail party and concert in New York City, where more than 600 event patrons gathered at the Crimson in Manhattan. Pictured here are committee members and siblings Brittany Barnett (l.), Christopher Barnett (second from l.) and Alex Barnett (far r.), flanking AFA's President and CEO, Eric J. Hall. The "For the Love of George" events originated in New York in 2004 when Alex and Chris Barnett organized AFA's first committee and event to honor their grandfather, George R. Irvin, who was diagnosed with Alzheimer's disease in 2002 and passed away in 2008.



3 AFA's Nashville Committee called charity golfers to the Westhaven Golf Club in Franklin, TN on September 13 for Nashville's 2nd Annual Care on the Fairways. Event Chairman Jeff Pereira (third from l.) is pictured here with his foursome (l. to r.), Ned Michaels, Steve Lupear and Brad Costa. On July 12, in East Norwich, NY, "Care on the Fairways" (not pictured) invited golfers to the Muttontown Golf & Country Club for a salute to honoree Terence E. Smolev, a partner at Forchelli, Curto, Deegan, Schwartz, Mineo, Cohn & Terrana LLP, Uniondale, NY, and a member of AFA's board of trustees since 2007.



4 "Care on the Fairways" raised its banner again on October 8 in Chandler, AZ when co-chairs Maria Myer and her husband, Steve Myer (Seattle Seahawks 1976-1980), convened a crowd of friends and charity-minded golfers. Steve Myer (fifth from l.) is joined in this photo by fellow N.F.L. alumni.

5 On October 1, the Nashville committee hosted the second annual "For the Love of George" cocktail reception and concert, held this year at Sambuca. Joining AFA's Vice President for Business Development, Josie Di Chiara (center), are the country music performing artists (l. to r.) Brett Eldredge, Shannon Brown and South of Eden's Casey Thompson and Mitch Malloy. AFA also wishes to thank singer/songwriter Justyna Kelley for her charity concert in Los Angeles earlier in the year (not pictured).



6 The season concluded on November 4 with AFA's annual "Together for Care Cocktail Reception," held in Lake Success, NY. The event honored two of AFA's trustees, Howard M. Applebaum, executive vice president and chief lending officer of Sterling National Bank, New York, and Jeffrey Greener, Esq., a partner at Rivkin Radler LLP, Uniondale, NY, for their significant contributions to AFA. The event featured a live performance by country music artist Emily West. Pictured are (l. to r.): board member Terence Smolev, honoree Howard Applebaum, President and CEO Eric J. Hall, singer Emily West, Chairman Bert Brodsky, honoree Jeffrey Greener and board member Barry Berg.

AFA CARE PARTNERS

Care Partners is a gift society recognizing philanthropic leadership in advancing a compassionate response to the crisis of Alzheimer's disease and related dementias. AFA wishes to thank the following individuals, foundations and businesses for their generous gifts and grants of \$1,000 or more during 2010.

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AFA owes a significant debt of gratitude to hundreds of community volunteers who work hard every year to raise awareness and funds for the cause. Among them are: The Brassards, Lees, Waltons, Shaltons, Carons, Pecks, Vidocks, Chaytors and Farrells, plus others--an extended family (pictured here) who dedicated their July 4 family reunion to loved ones lost to Alzheimer's disease.

BOARD OF TRUSTEES

(as of year-end 2010)

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President and Chief Executive Officer

Eric J. Hall

STATISTICAL HIGHLIGHTS

* AFA member/associate member organizations: 1,409

* Dementia Care Professionals of America: 5,325 participants

* care *AD*vantage magazine (estimated) readership: 1,000,000



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