



NEW YORK STATE SENATOR

Susan Serino

NEW YORK PROCLAIMS JUNE 2018 AS ALZHEIMER'S & BRAIN AWARENESS MONTH

SUSAN SERINO June 7, 2018

| ISSUE: **ALZHEIMER'S DISEASE AWARENESS**



ALBANY, NY (June 6, 2018) — Both houses of the New York State Legislature, through the leadership of Senator Sue Serino and Assembly Member Matthew Titone, passed a [resolution](#) recognizing Governor Cuomo's proclamation as Alzheimer's & Brain Awareness Month in New York state. The proclamation coincides with the [Alzheimer's Association national campaign](#), where each year during the month of June, the Association highlights the personal, human stories behind the disease to bolster public awareness, the various

challenges associated with the disease, resources available and the urgent need for action.

In 2018, 400,000 New Yorkers aged 65 or older are living with the Alzheimer's and that number is expected to increase by 15 percent in 2025. Nearly one in every three seniors dies from Alzheimer's and other dementias. Alzheimer's kills more people than breast and prostate cancer combined

"We applaud Governor Cuomo and the New York State Legislature for acknowledging June 2018 as Alzheimer's & Brain Awareness Month" says [CHAPTER EXEC NAME], Executive Director of the Alzheimer's Association, Association [INSERT CHAPTER NAME]. "Our ongoing efforts to support, educate and advocate for New Yorkers affected by Alzheimer's disease in coordination with the New York State Department of Health, Governor Cuomo and the New York State Legislature are key to mitigating the Alzheimer's public health crisis in New York."

Alzheimer's is a fatal and progressive disease that attacks the brain, killing nerve cells and tissue, affecting an individual's ability to remember, think and plan. Every 65 seconds, someone in the United States develops the disease. There is no treatment or cure, and it is fatal.

"Alzheimer's will cost Medicaid over \$4.8 billion in New York in 2018, and New York's Alzheimer's caregivers are projected to have \$881 million more in aggravated health-care costs than non-caregivers this year," noted Ian Magerkurth, Director of Government Affairs for the Alzheimer's Association in New York State. "We have more than one million caregivers in New York, and we applaud the progress the Governor and Legislature have made to support all those affected by Alzheimer's and dementia in the state."

Throughout Alzheimer's & Brain Awareness Month, the Alzheimer's Association is highlighting resources that can help individuals in the wake of a diagnosis. The Association's [Livewell](#) resources offer insights from people living in the early stage of the disease and address important topics, including life after diagnosis, living healthy with Alzheimer's and finding strength to move forward. The Alzheimer's Association is also offering 10 Steps to Take Following an Alzheimer's Diagnosis.

The Alzheimer's Association [INSERT CHAPTER NAME] helps families and friends navigate challenges and considerations at each stage of the disease, through face-to-face conversations with experts, our free 24/7 Helpline (800.272.3900) and comprehensive support and resources on [alz.org](#).

About Alzheimer's & Brain Awareness Month

June is Alzheimer's & Brain Awareness Month, a time dedicated to increasing public awareness of Alzheimer's disease, available resources and how you can get involved to support the cause. Visit [alz.org](#) to learn more about Alzheimer's, its warning signs, the importance of early detection and diagnosis as well as information on care and support.

About the Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's[®]. Visit [alz.org](#) or call 800.272.3900.