

THE ALZHEIMER'S PROJECT

A 4-PART DOCUMENTARY SERIES CHANGING THE WAY AMERICA THINKS ABOUT ALZHEIMER'S DISEASE

For Immediate Release

[ORG] Hosts a Special Screening and Discussion of HBO's *The Alzheimer's Project*. [ORG] Brings Local [or CITY] Perspective to HBO Documentary Series.

DATELINE, April XX, 2009 – [ORG] will host a special screening and discussion of HBO's *The Alzheimer's Project* as part of a national discussion to encourage individuals to learn more about the disease and the research being done, as well as to gain a greater understanding of the issues surrounding it.

[ORG's] program on [DATE] at [X]:00 p.m. begins with a special screening from the HBO documentary series, followed by a discussion panel led by [NAME] and panelists [NAMES, AFFILIATIONS]. The event is free and open to the public. [INSERT ORG DETAILS HERE ON REGISTRATION AND/OR EVENT INFO FOR MEMBERS]

The Alzheimer's Project is HBO's 4-part, multi-platform series that brings new understanding and hope for millions and reveals human faces behind the disease. This pioneering documentary series shines a spotlight on the lives of individuals with Alzheimer's and their families, and takes a close look at the groundbreaking discoveries made by the country's leading scientists as they work towards a cure.

Four films each explore a different facet of Alzheimer's:

- **The Memory Loss Tapes** This 90-minute vérité documentary captures the devastating experience of memory loss from the point of view of the person with the disease. Bringing viewers into the quiet world of seven patients living with Alzheimer's, each in an advancing state of dementia and ranging across the full spectrum of the disease, the film bears witness to what it's like to slowly lose one's mind.

- **Grandpa, Do You Know Who I Am? With Maria Shriver** Geared towards children and young teens coping with a grandparent's illness, this film presents vignettes that can help a child understand and deal with a relative's gradual decline into Alzheimer's. Maria Shriver, whose father was diagnosed with the disease, provides commentary and guidance through five insightful lessons.
- **Momentum in Science, Parts 1 & 2** Two years in the making, *Momentum In Science* details the current explosion of knowledge within the scientific and medical communities – from imaging the earliest signs of Alzheimer's, to understanding the roles that genetics and lifestyle might play, to the tremendous progress being made in the effort to develop drugs to treat or even prevent the disease.
- **Caregivers** A collection of five family portraits that illustrate caring for those in different stages of Alzheimer's disease. Each highlights the sacrifices, struggles, and successes made by those experiencing their loved ones' descent into dementia.

The series premieres on HBO on Sunday, May 10, 2009 at 9PM/8C and will air for 3 nights through Tuesday, May 12, 2009. *The Alzheimer's Project* also includes 15 short supplemental films, a companion book published by Public Affairs Books, and a robust website.

The purpose of the [ORG] screening event is to encourage further discussion about Alzheimer's research and care in communities across America. HBO has invited [ORG], along with many other national organizations, to host these screening events to help conduct conversations about Alzheimer's and better understand the disease.

[ORG DIRECTOR'S QUOTE HERE ON ORG'S MISSION RE: ALZHEIMER'S AND GOALS FOR SCREENING EVENT, I.E., RECRUIT VOLUNTEERS, SUPPORT FAMILIES, DRIVE ADVOCACY WITH ELECTED OFFICIALS.]

Alzheimer's is the second most-feared illness in America behind cancer, and may affect as many as five million Americans. As Baby Boomers reach retirement, that number could soar to more than 11 million by 2040, and have a huge economic impact on America's already fragile healthcare system.

The Alzheimer's Project was created by the award-winning team behind HBO's acclaimed *Addiction* project and is presented by HBO Documentary Films in association with the National Institute on Aging of the National Institutes of Health, the Alzheimer's Association®, The Fidelity® Charitable Gift Fund, and Geoffrey Beene Gives Back® Alzheimer's Initiative. The series is Produced by John Hoffman and Executive Produced by Sheila Nevins and Maria Shriver.

BE A PART OF THE ALZHEIMER'S PROJECT

This spring, as an extension of *The Alzheimer's Project* documentary series, HBO invites you to become involved in learning more about Alzheimer's disease. The Project hopes to encourage further discussion about research and care in communities across America through FREE screenings of the films. HBO has offered [ORG], along with other national organizations, a turn-key screening kit filled with the resources and tools to host a screening event, conduct a conversation and, most importantly, better understand the disease. For more information, please contact Kevin Koenig at Civic Entertainment Group, kevin.koenig@cegny.com or 212-426-7006.

ABOUT [ORG]

[BOILERPLATE HERE]

FOR MORE INFORMATION, CONTACT:

ORG CONTACT INFO

Kevin Koenig

212.426.7006

kevin.koenig@cegny.com