

**For immediate release**

**Alzheimer Society welcomes NDP support of a national dementia strategy**

**NDP pledges \$40 million over four years to establish the strategy**

**Toronto, ON, September 14, 2015** – The Alzheimer Society commends the NDP for their commitment to work with the provinces, territories and the Alzheimer Society to establish a national Alzheimer’s and dementia strategy.

“This is fantastic news for the 747,000 Canadians who are living with Alzheimer’s disease and other dementias, their caregivers and families. For them, nothing is more important than having better care and treatment and ultimately, finding a cure,” says Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

The Alzheimer Society has been asking for a national dementia strategy that would focus on research, prevention and living well with the disease. It has proposed the creation of a Canadian Alzheimer’s Disease and Dementia Partnership. The Partnership would unite researchers, clinicians, health providers, governments and industry to work alongside with Canadians impacted by dementia to develop and implement the strategy.

Dementia is the biggest threat to the Canadian economy, society and health-care system. It is currently an unstoppable disease that is not only driven by age but also affects Canadians under 65.

In just 16 short years, 1.4 million Canadians will have dementia with annual economic costs reaching \$293 billion by 2040.

“Dementia crosses all party lines and requires all of us to roll up our sleeves. We need to tackle the issues we’re facing right now and be prepared for the future,” says Mimi Lowi-Young.

To learn more about the Alzheimer Society or the Canadian Alzheimer’s Disease and Dementia Partnership, visit [www.alzheimer.ca](http://www.alzheimer.ca).

**About the Alzheimer Society**

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities across Canada, the Society offers help for today through our programs and services, and hope for tomorrow by funding research into the cause, prevention and a cure.

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