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**ALZHEIMER'S DISEASE INTERNATIONAL TO HOLD
24TH INTERNATIONAL CONFERENCE IN SINGAPORE**

- Conference Theme Is "Dementia: Engaging Societies Around the World" -

*- Leaders Will Discuss the Current and Future Impact of Alzheimer's Disease and Dementia
– From Personal to Global -*

March 13, 2009; London, England and Suntec City, Singapore – The 24th Conference of Alzheimer's Disease International will be held March 25-28, 2009, at the Suntec Singapore International Convention & Exhibition Centre, Suntec City, Singapore. "Dementia: Engaging Societies Around the World" is jointly organized by London-based Alzheimer's Disease International (ADI) and Alzheimer's Disease Association, Singapore (ADA).

ADI's annual conference is the only one in the world that brings together scientists, clinicians, care professionals, family caregivers, volunteers and people with dementia. This multidisciplinary event will provide a unique opportunity to examine achievements and priorities in Alzheimer's research, discuss and share innovative techniques in the management and care of people with dementia, identify policy issues affecting people with dementia, and engage in training workshops for Alzheimer's associations.

Conference information, including program, registration, travel and accommodations, can be found at <http://www.adi2009.org/>

“We have a great opportunity to engage all societies around the world and truly make Alzheimer's and dementia a global health and social priority,” said Dr. Daisy Acosta, Chairman, Alzheimer's Disease International. “We must ensure that scientific discovery and advances in information about dementia translate into tangible benefits for all people with dementia and their families.”

Key plenary presentations include:

- Global Impact of Dementia, Martin Prince (United Kingdom)
- Economic Impact of Dementia, Anders Wimo (Sweden)
- Emerging Treatment for Alzheimer's Disease, Bengt Winblad (Sweden)
- Can Your Lifestyle Prevent Alzheimer's Disease?, Henry Brodaty (Australia)

Other plenary presentations will cover the experiences of the caregivers, the social impact of dementia, quality of life in dementia, technology in caring for people with dementia, the arts in dementia, ethics in dementia care, and quality end-of-life care.

Guest-of-Honour at the conference is Mr. Lim Boon Heng, Minister, Prime Minister's Office and Minister-in-charge of ageing issues. The Minister will participate in the conference's Opening Ceremony on Wednesday evening, March 25.

ADI, together with the Fondation Mederic Alzheimer (Paris) will present an Award for Psychosocial Research on Friday evening, March 27 during the conference's Gala dinner. It will be the first global award of this kind. The Fondation is a French non-profit organization dedicated to the enhancement of quality of life for people with Alzheimer's and their carers.

"It is our goal to make this an event that inspires and engages people to make a difference in the lives of those affected by Alzheimer's and dementia now and for future generations," said Dr. Ang Peng Chye, President, Alzheimer's Disease Association, Singapore and chair of the conference's Local Organizing Committee. "For example, this is an opportunity for attendees to create partnerships with many like-minded groups and individuals."

In conjunction with the ADI Conference, a Dementia Awareness Week is being held in Singapore from 22-28 March. The events include a Mass Exercise Workout and Memory Walk, Films About Dementia, and a Play on Dementia.

According to ADI, there is one new case of dementia every seven seconds, and worldwide costs for dementia care are US\$ 315 billion annually. This number will rise dramatically; the number of people with dementia is projected to escalate from 30 million to 100 million by 2050.

Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of 77 Alzheimer associations. It was founded in 1984 as a network for Alzheimer associations around the world to share and exchange information, resources and skills. ADI is based in London and is registered as a non-profit organisation in the USA. ADI has been in official relations with the World Health Organization since 1996. Each member is the national Alzheimer association in their country who support people with dementia and their families. ADI's mission is to improve the quality of life of people with dementia and their families throughout the world.

Alzheimer's Disease Association, Singapore

The Alzheimer's Disease Association (ADA) was formed in 1990 as a result of growing concern for the needs of people with dementia and their families. ADA is a voluntary welfare organization and is made up of caregivers, professionals and all who are interested in dementia. In addition to groundbreaking local initiatives in dementia day care and caregiver support, ADA's other initiatives include the Early Dementia Program, training in Person Centered Care and Dementia Care Mapping, public education, advocacy and research support.

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