



## Oscar win for Julianne Moore's portrayal of *Still Alice* keeps Alzheimer's top of mind says Alzheimer Society

**February 23, 2015 – Toronto, ONTARIO** – On behalf of the 747,000 Canadians living with Alzheimer's disease and dementia, and the friends and family members who care for them, the Alzheimer Society of Canada applauds Julianne Moore on winning an Academy Award for her stunning performance in *Still Alice*.

"Ms. Moore sensitively portrays the real-life experiences of so many Canadian women living with Alzheimer's disease. Winning this award will create more awareness and conversations. We encourage all Canadians to watch the film," says Mimi Lowi-Young, CEO, Alzheimer Society of Canada.

Women are disproportionately affected by Alzheimer's disease. They represent 72 percent of Canadians living with Alzheimer's disease and 70 percent of caregivers providing personal care.

In January, during Alzheimer Awareness Month, the Alzheimer Society, launched a nationwide campaign called the **The 72%** to encourage women to pay more attention to Alzheimer's warning signs - not just for themselves but for the women they care about.

*Still Alice* was adapted from the best-selling novel of the same name by Lisa Genova. It tells the story of a brilliant linguistics professor who is diagnosed with Alzheimer's disease at 50.

"This disease can also affect people earlier in life which is another reason why the film is important," adds Lowi-Young. "But it's also told from the perspective of the person who has Alzheimer's. We must never lose sight of the person living with this disease."

To learn more about the Alzheimer Society and "The 72 percent" campaign, or find help and support through a local Alzheimer Society, please 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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