



**BrightFocus<sup>®</sup>  
Foundation**

Cure in Mind. Cure in Sight.

## **BrightFocus Foundation Launches Alzheimer's PSA Campaign**

Features Powerful Firsthand Accounts of Disease's Impact

**Clarksburg MD** - BrightFocus Foundation today announced a new national public service campaign to increase awareness and understanding of Alzheimer's disease.

*The Impact of Alzheimer's* public service announcement (PSA) series depicts the powerful, first-person accounts of families impacted by the disease:

- **Giovanni** lost his father and his grandmother to Alzheimer's disease.
- **Evelyn** is the primary caregiver for her mother who has Alzheimer's.
- **Pasquale** enrolled in a clinical trial after receiving his Alzheimer's diagnosis.

Click [here](#) to view the new television spots, which are available in both English and Spanish. Viewers are encouraged to visit [BrightFocus.org](http://BrightFocus.org) to learn more about Alzheimer's, including information on clinical trials.

"Alzheimer's is one of science's most challenging puzzles to solve. It exacts a staggering human and financial toll. Research and public awareness are how we will slow, treat, and ultimately end this disease," said BrightFocus President and CEO Stacy Pagos Haller.

The campaign states that more than 5.5 million Americans have Alzheimer's, a number that may double by 2050. Two-thirds of Americans with Alzheimer's are women, and Latinos and African-Americans have Alzheimer's at greater rates.

Through its Alzheimer's Disease Research program, BrightFocus is currently supporting over 90 scientific projects around the world. It is also a presentation partner of [Turning Point](#), a new documentary by James Keach spotlighting scientists and clinical trial participants working to stop Alzheimer's.

[BrightFocus Foundation](#) is a premier source of private research funding to defeat diseases of mind and sight – Alzheimer's, macular degeneration and glaucoma. The nonprofit organization manages a global portfolio of nearly 200 research projects representing a \$40 million investment to find cures for these diseases.