



# WorriedAboutMemoryLoss.com

## **NEWS RELEASE**

**EMBARGO until January 10, 2006**

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### **Michigan Dementia Coalition Statewide Campaign Kicks Off January 10th**

Michigan Dementia Coalition – The Michigan Dementia Coalition will hold simultaneous Press Conferences to kick off a statewide campaign to build awareness of memory loss, the importance of assessment and treatment, and the services available for families and caregivers. The Press Conferences will be Tuesday, January 10, 2006 at 10:00 a.m. at the following locations:

**Van Andel Institute**  
333 Bostwick Ave. N.E.  
Grand Rapids, MI 49503

**Michigan Public Health Institute**  
2436 Woodlake Circle, Suite 380  
Okemos, MI 48864

**Northern Michigan University**  
University Center  
1401 Presque Isle  
Marquette, MI 49855

**Alzheimer's Association**  
Greater Michigan Chapter  
20300 Civic Center Drive, Suite 100  
Southfield, MI 48076

The press conferences will feature experts in the field of dementia and the unveiling of the Public Service Campaign [WorriedAboutMemoryLoss.com](http://WorriedAboutMemoryLoss.com).

The Michigan Dementia Coalition is launching the statewide dementia awareness campaign as a result of findings from community forums held in Lansing, Gaylord, and Marquette in 2003. At the forums, Michigan residents voiced concern that many people do not get assessment, diagnosis, or assistance with memory impairment or dementia early enough. Adult children, in particular, need to follow up on concerns they may have about their parents. The Michigan Dementia Coalition hopes this campaign will prompt those with concerns to seek more information.

For more information about the press conference visit our website, [www.WorriedAboutMemoryLoss.com](http://www.WorriedAboutMemoryLoss.com) or contact Lynne Jarman-Johnson, at (866) 250-2360. For information on services in Michigan call 1-800-272-3900. For more information on the Michigan Dementia Coalition contact Micki Horst, Michigan Public Health Institute, at (517) 324-7318.

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