

## **ALZHEIMER'S DISEASE INTERNATIONAL SEEK GLOBAL ALZHEIMER'S SYMBOL**

Alzheimer's Disease International (ADI) needs your help! They are looking for an international symbol that will represent the global unity of individuals and organisations working tirelessly to improve the lives of people with dementia and their carers all over the world.

The symbol will be used by ADI and Alzheimer associations around the world to highlight their dedication to the global dementia movement. ADI are looking for a versatile symbol to be used in both print and electronic formats.

There are currently 36 million people worldwide living with dementia and this number is expected to rise to 66 million in 2030 and 115 million in 2050.

Dementia has a devastating impact and not only affects the lives of those who have it, but also families, carers and societies in all parts of the world. Lack of awareness and understanding has resulted in insufficient resources to address this crisis. It is clear that immediate action is needed.

'A real lack of awareness still exists in too many countries,' said Daisy Acosta, Chairman of ADI. 'It is vital that we unite to improve the lives of people with dementia and their carers. In order for this union to be effective, we need an international symbol that will become instantly recognisable across the world.'

A prize of US\$500 will be awarded for the winning symbol and professional and amateur designers from around the world are encouraged to enter.

Entries for the competition will be accepted from 21 June until 21 September 2010. To find out how to enter visit ADI's website at [www.alz.co.uk/symbol](http://www.alz.co.uk/symbol). Five entries will be shortlisted by a panel of experts from both the dementia and design fields and these entries will then be made available on ADI's website for a public vote, which will run from October 2010 to January 2011.

So, if you have a passion for graphic design or simply have a great design idea then visit the website and enter.

The World Alzheimer Symbol Competition is part of ADI's ongoing work to raise awareness and challenge the stigma associated with all forms of dementia worldwide. Other ongoing efforts include World Alzheimer's Day and advocating to the World Health Organization.

### Alzheimer's Disease International

Alzheimer's Disease International (ADI) is the international federation of 73 Alzheimer associations around the world. It was founded in 1984 as a network for Alzheimer associations to share and exchange information, resources and skills. ADI is based in London and is registered as a non-profit organization 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. Visit [www.alz.co.uk](http://www.alz.co.uk).