



Cheryl Stroy
2une In News Producer
WBRZ-TV
1650 Highland Road
Baton Rouge, La. 70802

Dear Ms. Stroy:

The Alzheimer's disease affects 1 in 8 individuals over the age of 65 and is the most common form of dementia. It is a painful truth that there is no cure for Alzheimer's disease presently available, however, proper education, good planning, and support can ease the burdens on the patient and family.

Alzheimer's Services of the Capital hosts an annual education conference for caregivers and healthcare professionals. The 22nd Annual Education Conference will be held Feb. 11 and will feature two authorities on caregiving.

This is an opportunity for caregivers and healthcare professionals in the Baton Rouge Area to gain insight to new methods of caregiving and to increase their network of support.

Given our history with 2une In for the Walk/Run to End Alzheimer's, I would like to work exclusively with 2une in for the education conference.

Our program coordinator Kristi Mellion will be available to represent Alzheimer's Services and answer any questions about the conference.

I will call you in a couple of days to see if I can assist you in any way. In the meantime, if you have any questions, you can reach me by phone at (225) 334-7494 or via email at prcoord@alzbr.org.

Thank you, again, for your consideration.

Sincerely,

Ashley Motsinger
Public Relations Coordinator
Alzheimer's Services of the Capital Area

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