



**ATTN: NEWS EDITOR
FOR IMMEDIATE RELEASE**

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**ALZHEIMER'S ALLIANCE HOSTS
ALZHEIMER'S SPEAKS FOUNDER AT ANNUAL CONFERENCE**

TYLER – The Alzheimer's Alliance of Smith County is honored to announce Lori La Bey, founder of Alzheimer's Speaks, as the featured guest speaker at the Alliance's annual Caregiver Conference on Thursday, April 28.

Founded over a decade ago, Alzheimer's Speaks is a leading international organization working to improve communities and care for persons with dementia. In addition to a comprehensive website, consulting, and a busy calendar of speaking and education seminars, La Bey also hosts the radio program "Alzheimer's Speaks," the only radio program in the world devoted to Alzheimer's disease. La Bey has been recognized by Dr. Oz and the health website Sharecare as the number one online influence for Alzheimer's and dementia caregiving.

"As with the progression of many diseases, voice can be lost. Communication as we know it evaporates," states La Bey on her website. "Alzheimer's Speaks was created to bring voice back to the disease while encouraging, assisting, and engaging those in need."

Alzheimer's disease is currently the fifth leading cause of death in Texas, and one out of every 25 deaths in Smith County are from Alzheimer's disease. This number is projected to increase more than 40% over the next decade. Alzheimer's disease is also the most expensive disease in the United States, with costs more than 74% higher than any other disease, including heart disease and cancer. Caregiving cost the Texas economy more than \$19 billion last year in unpaid caregiving hours and higher health costs.

"The Alliance is thrilled to bring Lori to East Texas," said Leslie Lindsey, Community Outreach Coordinator. "Because dementia has such a significant physical, economic, and social impact on Smith County, it requires an entire community to support those affected by the disease. Lori's personal experience and relationship-based approach is ideal for our community to confront this rising epidemic, and we're eager to learn from her expertise."

More than 100 family and professional caregivers are registered to attend the conference, which includes discussion on global perceptions and approaches to dementia, shifting caregiving culture from crisis to comfort, and a screening of the award-winning film, "His Neighbor Phil," which La Bey co-produced.



The conference will be held on Thursday, April 28, at First Presbyterian Church, 230 West Rusk Street in Tyler, from 9 a.m. to 3 p.m.

For more information about the conference, visit www.alzalliance.org/conference.

About the Alzheimer's Alliance of Smith County

Founded in 1982, the Alzheimer's Alliance of Smith County is a local nonprofit organization committed to walking alongside all of those affected by Alzheimer's disease and related dementias. Our services include personal consultations, education and awareness, caregiver support and resources, and brain health advocacy in Smith County.

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