**MEDIA OUTREACH LANGUAGE TEMPLATE**

**Alzheimer’s Awareness Campaign**

Dear **[NAME OF MEDIA CONTACT]**:

I’m writing to put the support of **[ORGANIZATION]** behind an Ad Council PSA campaign that greatly impacts our local community.

In the U.S. today, nearly 7 million Americans are currently living with Alzheimer’s, but only half of those with the disease ever receive a diagnosis, and the diagnosis is often happening in the later stages. Early detection can make a significant difference in living with the disease and managing disease-related challenges. While there is no cure for Alzheimer’s currently, for the first time, new treatments change the course of the disease in a meaningful way for people in the early stages of Alzheimer's, making early detection and diagnosis especially critical.

Close family members, who know their loved ones best, are typically the first to notice memory issues or cognitive problems, but they may assume early signs of Alzheimer’s are normal aspects of aging.

To empower people to trust their gut and have a conversation about Alzheimer’s if they notice a difference in their loved one’s attitude or behavior, the Ad Council has launched an Alzheimer’s Awareness campaign, in partnership with the Alzheimer’s Association.

You’ve likely already received PSAs for the new Alzheimer’s Awareness campaign, which were distributed by the Ad Council via AdCouncil.org and [Extreme Reach](http://extremereach.com/) in August 2023. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** The PSAs raise awareness of the early signs of Alzheimer’s, and how they differ from typical aging. Viewers are encouraged to visit [10signs.org](http://www.10signs.org/) or [10senales.org](http://www.10senales.org) for Spanish speakers, to access tools and resources for talking about Alzheimer’s with their families, including conversation starters, a list of early signs and symptoms of Alzheimer's, a downloadable discussion guide and more.

By supporting these PSAs, you are helping people in our local community detect Alzheimer‘s and other dementias early on, which can lead to better quality of life and access to new treatments.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at [https://A](https://adcouncil.org/Contact-Us)dCouncil.org/Contact-Us.

Sincerely,

\_  **[YOUR NAME]\_**\_\_\_\_\_\_