

THE FORGETTING

A Portrait of Alzheimer's



Encore National Broadcast
August 3, 2008 at 9 PM ET, check local listings
PRIME TIME EMMY AWARD WINNER
pbs.org/theforgetting

***THE FORGETTING: A Portrait of Alzheimer's* Web site
Offers Enhanced and Innovative Resources
for Patients, Families and Caregivers**

www.pbs.org/theforgetting

A Companion to the PBS Special Airing August 3, 2008, 9 pm ET (check local listings)

After the initial broadcast of *THE FORGETTING: A Portrait of Alzheimer's* in 2004, the destination Web site received over 1 million page views in its premiere month. Through an enhanced and updated site at pbs.org, TPT will keep visitors informed in a timely fashion, extending the program's effectiveness for many years to come. In response to the growing crisis of Alzheimer's disease in America, the updated Web site will offer unprecedented information, resources and support for patients, families and caregivers as well as the latest in science news, research and treatments.

The site—unlike any other existing Alzheimer's site on the Web—can be accessed at www.pbs.org/theforgetting and is produced by Twin Cities Public Television (TPT), which also produced the PBS special. This site, made possible by a grant from MetLife Foundation and PBS, forms a central component of the national outreach campaign that accompanies the PBS broadcast.

THE FORGETTING: A Portrait of Alzheimer's site update offers an innovative mix of resources, including information on the latest research and treatments, and insight on what these developments can mean for patients, caregivers, and families. Other popular site features, including "Symptoms," "The Experience," "Risk Factors," "Coping," "Together Time," and "Resources" will be refreshed.

One significant addition to the site centers around the importance in addressing and treating Alzheimer's within ethnic and racial minorities. Due to cultural and economic disparities, many ethnic and racial populations are less commonly treated for (and aware of) Alzheimer's than their Caucasian peers. And given the fact that communities of color experience statistically high rates of heart disease and diabetes, both of which have been correlated with dementia, these patients, their families, and their physicians are in dire need of Alzheimer's awareness. The site will specifically address these cultural issues, and provide resources to increase community understanding of the disease.

THE FORGETTING Web site update will also strive to show the new face of Alzheimer's. Because early diagnosis of Alzheimer's is increasing, more people newly affected by the disease are receiving faster first-stage treatment. The site currently focuses on people who *know* someone with Alzheimer's, like caregivers, family members, friends, neighbors. As more Alzheimer's patients are able to chart their own course of care due to early diagnosis, we want to offer resources to help them navigate, make decisions, and cope.

In addition to offering rich information, ***THE FORGETTING*** site also connects users with carefully selected resources and links that help them find the exact help or information they might need. Visitors to the site will find an enormous variety of information—from how to identify the symptoms of Alzheimer's to who is most at risk for developing the disease. Interactive features illustrate in easy-to-understand terms exactly how the disease progresses, how it alters the brain and how those alterations affect behavior and memory.

THE FORGETTING documentary won the Primetime Emmy Award for its powerful storytelling video. The film, as well as a newly produced scientific discussion program, ***THE FUTURE OF ALZHEIMER'S***, will stream on the site in both English and in Spanish. In addition, visitors can view four animated "pocket films" created by David Shenk. These mini-films, called "A Quick Look at Alzheimer's," will be featured in appropriate locations.

Credits

Major funding for ***THE FORGETTING: Portrait of Alzheimer's*** and ***THE FUTURE OF ALZHEIMER'S with David Hyde Pierce*** is provided by MetLife Foundation, Public Television Viewers and PBS. MetLife Foundation, established in 1976 by MetLife, supports health, education, civic and cultural programs throughout the United States. For over 25 years, MetLife Foundation has been involved in the fight against Alzheimer's and is proud to support this program.

THE FORGETTING: Portrait of Alzheimer's and ***THE FUTURE OF ALZHEIMER'S with David Hyde Pierce*** are produced by Twin Cities Public Television. The executive producer is Naomi S. Boak. David Hyde Pierce is host of ***THE FUTURE OF ALZHEIMER'S***. The producer and director of ***THE FORGETTING*** is Elizabeth Arledge. The documentary is based on the book, "The Forgetting: Alzheimer's: Portrait of An Epidemic" by David Shenk. The editor is Doug Quade. Cinematography by Erich Roland. Original music is by Mason Daring. Gerald Richman is executive in charge.

#

Publicist: Erin Martin Kane, emklpr, 508-309-3530, erin@emkpr.com