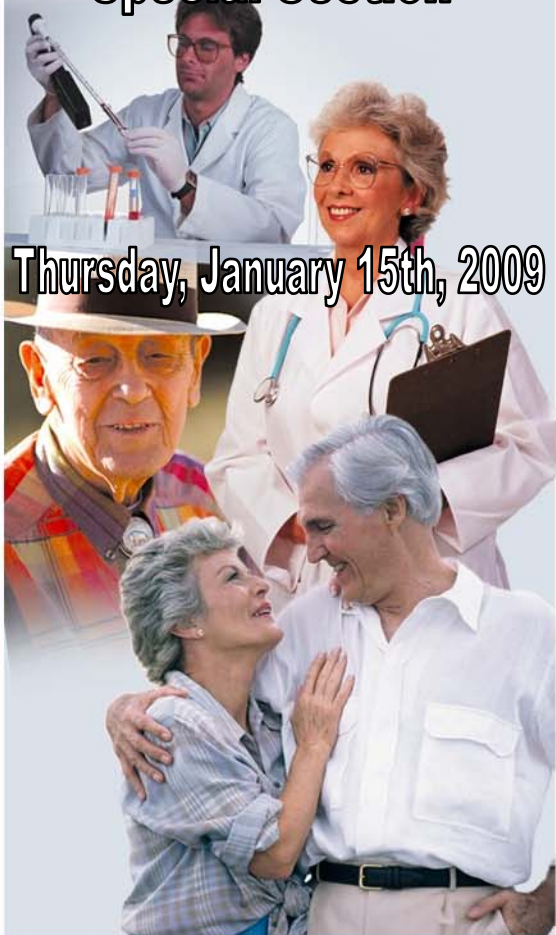


Alzheimer's Awareness Special Section



TORONTO STAR ★ THURSDAY, JANUARY 15, 2009

EARLY BOOKING DEADLINE ★ FRI., December, 12, 2008

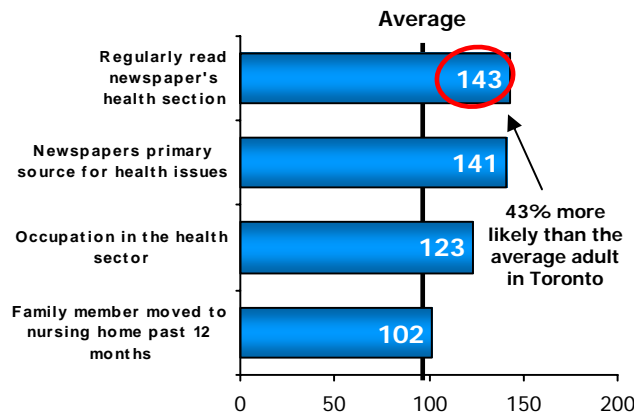
MATERIAL DEADLINE ★ FRI., JAN. 9, 2009

ALZHEIMER'S AWARENESS

Alzheimer's disease is a fatal brain disorder that gradually robs people of their memories and ability to think, speak or take care of themselves. Currently, there is no cure. Alzheimer's disease is not a normal part of aging. While it usually strikes people over 65, increasingly, it can strike people as early as in their 40s and 50s. Alzheimer's disease is the leading cause of dementia. In 2008, 170,000 Ontarians over 65 have dementia. That figure is expected to increase by a quarter by 2016.

For every person with Alzheimer's, there is usually a family member or spouse that must carry the terrible burden of watching her or his loved one gradually decline into dementia. Caregivers, extended family, friends, employers and healthcare services are all affected. Star Editorial through consultation with the Alzheimer Society of Ontario, their research and interviews will ensure that our readers will learn more about the disease in the Toronto Star's Alzheimer's Awareness special section on January 15, 2009.

Star readers invest in their health



Source: NADbank 2007, read Star yesterday
Base: Toronto, Adults 18+

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- 427,400 principal wage earners
- 699,000 readers that regularly read the health pages
- 309,700 readers that use newspapers as a primary media source for health issues
- 33,300 readers with occupations within the health sector

Source: NADbank 2007, read Star yesterday
Base: Toronto, Adults 18+

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