



800 Northpoint Parkway, Ste. 101-B
West Palm Beach, FL 33407

FOR IMMEDIATE RELEASE

Pre-Event Contact:

Nancy Klein, Special Projects Manager
Alzheimer's Community Care
561.683.2700
Nklein@AlzCare.org

Award-Winning Journalist Dan Rather to Headline Alzheimer's Educational Conference

(West Palm Beach, FL, November 22, 2011)—Mary M. Barnes, President and CEO of Alzheimer's Community Care, is pleased to announce that Dan Rather will be the keynote speaker at the 2012 Alzheimer's Educational Conference which will take place on May 31st and June 1st at the Palm Beach County Convention Center in West Palm Beach. In addition to sharing his experiences as a world-renowned journalist, Mr. Rather will be speaking on a topic that will resonate deeply with attendees: Overcoming Life's Challenges, Words of Inspiration & Motivation. Mr. Rather's perspective on national health care issues affecting Alzheimer's families will also be of great significance to attendees.

For more than 40 years, former CBS News Anchor and 60 Minutes Correspondent Dan Rather has been the embodiment of the intrepid broadcast journalist. From the Kennedy assassination—where he was the first to break the news that the president had been killed—to the Indian Ocean tsunami, he has covered every major story of our time, with distinction and a fierce dedication to hard news. On the domestic front, Rather has covered every presidential campaign since 1952. He was White House Correspondent for CBS News during the administrations of Presidents Johnson and Nixon, and was a leading force in broadcast news investigation of the Watergate scandal.

Mr. Rather has brought his experience to bear on the biggest stories of recent years. On September 11, 2001, Dan Rather stayed on the air for 18 hours straight to bring Americans news of the deadly attacks on the World Trade Center and Pentagon. In the days and weeks that followed, he became the first journalist to report from underneath “The Pile” at Ground Zero and his appearance on David Letterman’s first post-9/11 broadcast has been credited as a touchstone for American sentiment during those difficult days.

“Alzheimer’s Community Care is truly excited to bring Dan Rather, an international icon in the field of broadcast journalism, to the 2012 Alzheimer’s Educational Conference,” stated Barnes.

“His presence underscores our commitment to making our annual conference the premier educational event for all members of our south Florida community. In addition to Mr. Rather, our conference will feature plenary speakers Larry Polivka, Ph.D., Viki Kind and Teepa Snow, all leaders in the field of Alzheimer’s disease and related disorders who will provide the highest caliber of information to attendees throughout this two-day conference.”

The 2012 Alzheimer’s Educational Conference, the second largest in the nation, is presented by Alzheimer’s Community Care. The Co-Chairs of the 2012 Conference are Dr. Mark L. Brody, Neurologist, Brain Matters Research and Chief Deputy Michael Gauger, M.S.W., Palm Beach County Sheriff’s Office. For more information regarding the 2012 Alzheimer’s Educational Conference, please visit www.alzcare.org or call (561) 683-2700.

The mission of Alzheimer's Community Care is to promote and provide specialized, quality, compassionate care within a community-based environment to patients and caregivers living with Alzheimer's disease and related disorders.

###