



2024 NATIONAL INTEGRATED SPECIAL REPORT – DIGITAL AND NEWSPAPER

# Alzheimer's Awareness Month

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Alzheimer's Awareness Month, observed throughout the month of November, serves as a critical opportunity to shed light on a condition that profoundly affects millions of individuals and their families worldwide. During this month, efforts are intensified to raise awareness about Alzheimer's disease and related dementias, emphasizing the importance of early detection, understanding, and support for those impacted by this debilitating illness. Alzheimer's Awareness Month aims to foster compassion, reduce stigma, and inspire greater commitment to finding effective treatments and ultimately, a cure for this devastating disease.

### Proposed topic highlights:

- AWARENESS** — Increasing knowledge about Alzheimer's disease, its symptoms, risk factors, and impact on individuals and their families.
- ADVOCACY** — Encouraging advocacy efforts to promote public policies that support Alzheimer's research, care, and support services.
- SUPPORT & CARE** — Emphasizing the importance of comprehensive support and high quality care.
- RESEARCH & INNOVATION** — Highlighting advancements in Alzheimer's research, including potential treatments, risk reduction strategies, and efforts to find a cure.
- SUCCESS STORIES** — Sharing the experiences and stories of individuals and families affected by Alzheimer's to foster empathy and understanding.

### GET INVOLVED TODAY. CONTACT:

**RICHARD DEACON, Project Manager** T: 1.604.631.6636 E: [rdeacon@globeandmail.com](mailto:rdeacon@globeandmail.com)

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Print/Digital Weekly Readers – **5,898,000**  
Print Weekly Readers – **2,697,000** | Digital Weekly Readers – **4,439,000**

Source: Vividata SCC Fall 2022, National, Adults 18+

Standard Booking Deadline	Material Deadline	Publishing Date	Sponsor Content Booking Deadline
November 20	January 8	January 15	November 20