

EUROPEAN PREVENTION OF ALZHEIMER'S DEMENTIA CONSORTIUM (EPAD) LAUNCHES NEW WEBSITE

21 September 2015 –The European Prevention of Alzheimer's Dementia Consortium (EPAD), a project co-funded by the Innovative Medicines Initiative (IMI) and the European Federation of Pharmaceutical Industries and Associations (EFPIA), announces today the official launch of www.ep-ad.org. The EPAD website is devoted to inform different audiences including the scientific community, companies, people with dementia, families and carers, Alzheimer associations and the general public, about the project's existence, its progress and its achievements.

"21 September 2015 was not chosen randomly since it is the date of World Alzheimer's Day." says Jean Georges, Executive Director of Alzheimer Europe and EPAD communication co-lead. "EPAD wants to contribute to raising awareness on Alzheimer's disease and more specifically on the importance of the prevention of Alzheimer's dementia."

"EPAD does not only want to innovate in clinical trial design: we want to make a real difference in the communication with research participants. Together with EPAD's ethics working group, we are currently searching for the most meaningful and comprehensive methods and mechanisms for feedback from all the volunteers who will be involved in EPAD and who will help us gain a better understanding of how Alzheimer's disease progresses and how it may be prevented."

About European Prevention of Alzheimer's Dementia Consortium (EPAD)

The European Prevention of Alzheimer's Dementia (EPAD) is a research initiative to improve the understanding of the early stages of Alzheimer's disease and how it leads to dementia. The project provides a platform to investigate new treatments that aim to prevent or delay the onset of clinical symptoms in people at risk of developing the condition. It involves more than 36 organisations across Europe including universities, pharmaceutical companies and patient organizations. This work has received support from the EU/EFPIA Innovative Medicines Initiative Joint Undertaking EPAD grant agreement n° 115736.

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