

# Alzheimer's Association Salutes Advocate And Mountaineer Now Climbing Everest As Part Of The 7 Summits Climb For Alzheimer's

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[\(BUSINESS WIRE\)](#)--Pfizer Inc., together with its collaborator on the Alzheimer's Immunotherapy Program, Janssen Alzheimer Immunotherapy, is pleased to announce the Alzheimer's Association™, the world's leading voluntary health organization in Alzheimer's care, support and research, as a new beneficiary of *The 7 Summits Climb for Alzheimer's: Memories are Everything* campaign. Through this campaign, mountaineer and Alzheimer's disease advocate Alan Arnette is seeking to climb the 7 Summits, the highest peak on each continent, to raise awareness of the enormous financial and personal burden Alzheimer's places on people with the disease, their family caregivers and society, as well as to raise \$1 million for the Alzheimer's community. Alan's highest and most challenging climb of the 7 Summits, Mt. Everest, is now underway.

Everest, the tallest peak in the world, is Alan's third climb of the 7 summits, after he successfully summited Vinson Massif in Antarctica and Aconcagua in Argentina. Alan is attempting to reach the peaks of all 7 summits in one year, and if successful, will join just a small group of climbers who have accomplished this major feat. He will face challenges climbing Everest, including altitude sickness, hidden crevasses and the Khumbu Icefall – a slow moving river of unsteady ice with falling ice towers. Alan's inspiration for his challenging climbs is his mother, Ida Arnette, whom he cared for as she suffered from Alzheimer's, a devastating disease for which there's no cure, and ultimately passed away in 2009. The funds he raises will go directly to three leading nonprofit organizations: the Alzheimer's Association, the Cure Alzheimer's Fund™ and the National Family Caregivers Association (NFCA).

"We support Alan's steadfast commitment to climbing the highest mountain in the world to rally support around Alzheimer's disease," said Gregory Rippon, MD, MS, senior director, Medical Affairs, Pfizer, on behalf of the Alzheimer's Immunotherapy Program. "We commend his year-long effort to bring hope and inspiration to the Alzheimer's community."

"The Alzheimer's Association sincerely appreciates Alan's support and dedications in raising awareness and supporting our efforts to create a world without Alzheimer's. Alan knows firsthand the devastating impact Alzheimer's has on individuals and their loved ones and represents a generation of baby boomers, too many of whom will spend their retirement years with Alzheimer's or caring for someone who has it," said Angela Geiger, chief strategy officer of the Alzheimer's Association. "It is our hope that Alan's dedication will inspire people to get involved by advocating, donating and educating others about Alzheimer's disease."

Alzheimer's touches the lives of millions of Americans, and according to the Alzheimer's Association, 5.4 million Americans are living with Alzheimer's and require that nearly 15 million people to provide care and

support. The Alzheimer's Immunotherapy Program of Janssen Alzheimer Immunotherapy and Pfizer Inc. is funding Alan's climbs so that all money he raises from donations will go directly to the organizations he has selected. You can follow Alan's progress on Everest or make a donation to one of his chosen nonprofits by visiting [www.Climb4AD.com](http://www.Climb4AD.com) or [www.Facebook.com/Climb4AD](http://www.Facebook.com/Climb4AD).

### **Alzheimer's Immunotherapy Program**

The Alzheimer's Immunotherapy Program of Janssen Alzheimer Immunotherapy and Pfizer Inc. is an equal collaboration committed to researching and developing selective products for the treatment and/or prevention of neurodegenerative conditions, including Alzheimer's disease.

The Alzheimer's Immunotherapy Program believes that it is possible to reduce the burden of disease through early intervention in the illness. It is dedicated to delivering comprehensive and integrated solutions that help address the needs of people impacted by Alzheimer's disease.

Its research focuses on the beta amyloid hypothesis. Scientific evidence supports the idea that preventing the accumulation and/or promoting the removal of beta-amyloid may have the potential to slow the progression of Alzheimer's disease and help preserve function in people with the disease. This theory is being tested in clinical trials.

### **Pfizer Inc.: Working together for a healthier world™**

At Pfizer, we apply science and our global resources to improve health and well-being at every stage of life. We strive to set the standard for quality, safety and value in the discovery, development and manufacturing of medicines for people and animals. Our diversified global health care portfolio includes human and animal biologic and small molecule medicines and vaccines, as well as nutritional products and many of the world's best-known consumer products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as the world's leading biopharmaceutical company, we also collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more about our commitments, please visit us at [www.pfizer.com](http://www.pfizer.com).

### **Alzheimer's Association**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's®. For more information, visit [www.alz.org](http://www.alz.org).

### **National Family Caregivers Association**

National Family Caregivers Association (NFCA) envisions an America in which family caregivers lead full and productive lives, free from depression, pain, isolation, and financial distress. NFCA provides family caregivers support, education, and a public voice.

### **Cure Alzheimer's Fund**

The Cure Alzheimer's Fund is a non-profit public charity established to provide funding for targeted research into the causes of Alzheimer's disease. The Cure Alzheimer's Fund exists exclusively to fund targeted research to hasten the slowing, stopping or reversing of Alzheimer's disease.

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