

## ***EMBRACE A GLOBAL MESSAGE FOR DEMENTIA AWARENESS***

**AWARENESS**



**EMPOWERMENT**

**HOPE**

Dear Colleagues:

Since being diagnosed with Young Onset Alzheimer's Disease in 2008, I have focused all my energy, determination, and passion towards advancing dementia awareness and advocacy in the United States as well as worldwide.

In speaking with leaders across the globe, we recognize how vital it is for professionals, organizations, foundations, universities, communities and companies to:

**Adopt ONE symbol that will come to represent our global message and mission of  
RAISING AWARENESS, HOPE, and EMPOWERMENT FOR ALL PEOPLE LIVING WITH  
DEMENTIA, THEIR FAMILIES, AND THEIR CARE PARTNERS.**

**The Purple Angel was created in Great Britain to become that universal symbol, representing our united support, joining together to raise dementia awareness on a global basis; as well as our hope that, one day, researchers will find a cure!**

**Please join us by using the Purple Angel on your website as a symbol of support for enhancing dementia awareness, hope, and empowerment for all.**

The copyright of the Purple Angel symbol belongs to Jane Moore of Camelford Dementia Action Alliance, together with Norman J. McNamara of Torbay Dementia Action Alliance. I have been given full authorization to make decisions here in the US as to how the symbol may be used to create maximum public awareness. You may use this symbol for dementia awareness and for raising funds for charities connected to dementia. We do not sanction its use for any commercial purposes other than fundraising for charities involved with dementia of all kinds. I can provide you with a high resolution JPEG.

Please let me know what I can do to help you get started with this important effort.

Sincerely,

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