

P.O. Box 207 · Whitfield, Miss. 39193 · (601) 351-8015 · Fax (601) 351-8243

For Immediate Release

September 25, 2012

Contact: Adam Moore (601) 351-8262, adam.moore@msh.state.ms.us

JAQUITH NURSING HOME 'PAINTS IT PURPLE' FOR ALZHEIMER'S AWARENESS

WHITFIELD—Jaquith Nursing Home employees showed up to work on Friday, September 21 ready to "Paint It Purple" in support of Alzheimer's Action Day.

The awareness event came one week after the Walk to End Alzheimer's, the largest fundraising event of the year for the Alzheimer's Association. Jaquith Nusing Home participated in the walk and followed through with its recognition of "Paint It Purple" an event to continue raising awareness of the deadly disease on Alzheimer's Action Day each year. As part of the recognition, employees of Mississippi State Hospital and Jaquith Nursing Home, located on the MSH campus, wore purple, donned Alzheimer's Association wristbands, and pinned buttons on their uniforms to show their support.

Alzheimer's Action Day is an opportunity to raise awareness about Alzheimer's disease and the need for more education, support and research. Millions of families across the United States and the world are affected by this disease, including an estimated 53,000 Mississippians. In 2008, there were 916 Alzheimer's disease related deaths in Mississippi. By 2025, it is estimated more than 65,000 Mississippians will have Alzheimer's disease.

For more information, contact DMH at 601-359-1288 or visit <u>www.dmh.ms.gov</u>, or contact the Alzheimer's Association Mississippi Chapter at 601-987-0020.

MSH, a facility of the Mississippi Department of Mental Health, was founded in 1855 and facilitates improvement in the quality of life for Mississippians who are in need of mental health, chemical dependency or nursing home services, by rehabilitating to the least restrictive environment, utilizing a range of psychiatric and medical services, which reflect the accepted standard of care and are in compliance with statutory and regulatory guidelines. The hospital is accredited by the Joint Commission.

- 30 -

PHOTO ATTACHED:

Paint It Purple – Mississippi State Hospital and Jaquith Nursing Home employees showed their support for Alzheimer's Action Day on September 21 when they participated in "Paint It Purple." The awareness event saw people across the country dress in purple to help raise awareness about Alzheimer's disease and the need for more education, support and research.