**MEDIA RELEASE**

**Contact: [Insert your name, phone #, email]**

**For Immediate Release**

**[Date]**

**LOCAL GROUP TO [FILL IN ACTIVITY] TO SPOTLIGHT**

**MOST PREVALENT FORM OF YOUNG-ONSET DEMENTIA**

*Food for Thought Campaign Benefitting AFTD*

**[City, State, Date] – On [date]**, **[Your name or group]** of **[your town]** will **[fill in activity: hold bake sale/restaurant night out, etc.]** as part of the twelfth annual Food for Thought (FFT) campaign. Together, we are seeking to raise awareness of and funds for frontotemporal degeneration or FTD, an often-misdiagnosed, progressive neurodegenerative disease that is the leading cause of dementia in adults under age 60.

“I chose to **[activity]** as part of the Food for Thought campaign because **[fill in your reason, i.e., my mother suffers from FTD]**, and I wanted to do something personally to further the work of The Association for Frontotemporal Degeneration,” said **[Name]**. “AFTD is helping to raise money for caregivers, people living with FTD, and cutting-edge research to bring meaningful advances in treatments—and ultimately a cure—for FTD.”

**[Name]** is one of many individuals across the country helping to spread the word about FTD this week as part of AFTD’s FFT campaign, comprised of grassroots events that involve food and FTD education.

**About FTD:** FTD is the most prevalent form of dementia for individuals under 60 in the U.S; roughly, 60 percent of cases occur in people 45-64 years old. The hallmark of FTD is a gradual, progressive decline in behavior and/or language, with memory usually relatively preserved. While there are currently no treatments to slow or stop its progression, research is expanding, and we anticipate that the result will be a growing number of potential therapeutics entering clinical testing within the next few years.

**About AFTD:** The Association for Frontotemporal Degeneration envisions a world where FTD is understood, effectively diagnosed, treated, cured and ultimately prevented. For more information about AFTD or frontotemporal degeneration, visit www.theaftd.org, or connect via www.facebook.com/TheAFTD or twitter.com/AFTDHope. For information on **[name of event]**, visit **[if applicable, insert your fundraising URL here]** or contact **name at (XXX) XXX-XXXX**.

