



## Alzheimer's Greater Los Angeles Honors Hispanic Heritage Month

### With Memorable Dramatic Programming

#### *A One Man Show and a Telenovela in Spanish Educate About Alzheimer's Disease*

Los Angeles, CA (August 16, 2017) – Alzheimer's Greater Los Angeles (ALZGLA), the only locally based, full service, dementia focused nonprofit, presents two dynamic awareness programs during National Hispanic Heritage Month (September 15 - October 15, 2017); a staged monologue and a telenovela, both in Spanish. Sergio Ochoa will perform *El Cuidador* (The Caregiver), a one-act play about his mother, the famous comedienne Leonorilda Ochoa, on Saturday, September 23, 8 p.m. at El Camino College Campus Theater. *Recuerdos Perdidos* (Lost Memories), debuts September 16 online, in a telenovela format. This series follows a family, coping with a diagnosis, in four episodes, released weekly in Spanish and English at [www.alzgl.org](http://www.alzgl.org).

These projects dramatize the complex and emotional impact of Alzheimer's Disease on the patients, family and caregivers in the Latino community. For 36 years, ALZGLA has been providing family counseling, community outreach and other services in Spanish. ALZGLA hopes to expand Alzheimer's awareness within the Spanish speaking community throughout Hispanic Heritage Month and into November; National Alzheimer's Awareness Month. For more information about either program, visit [www.alzgl.org](http://www.alzgl.org).

Sergio Ochoa is an accomplished Mexican actor from TV, film and theater. When his mother, the renowned actress Leonorilda Ochoa was diagnosed with Alzheimer's, Sergio became her caregiver. His monologue, *El Cuidador*, by turns warmly reminiscent, funny and heartbreaking, explores his experiences and memories as the disease progresses. Critically acclaimed following its Mexico City premiere, this is the US debut of *El Cuidador*. This performance is made possible by generous sponsors; Univision Los Angeles, SCAN Health Plan, First Serenity Hospice and Latinos Against Alzheimer's. Tickets are free of charge, courtesy of SCAN Health Plan, however reservations are required and available by phone at (310) 329-5345, online at [www.alzgl.org/elcuidador](http://www.alzgl.org/elcuidador), or email [artstickets@elcamino.edu](mailto:artstickets@elcamino.edu).

*Recuerdos Perdidos* (Lost Memories) was conceived and produced by ALZGLA employees, written and directed by Jessica Silvetti, and inspired by stories of caregivers and families of Alzheimer's patients relayed to ALZGLA Care Counselors. The telenovela, available in Spanish and English, follows the lives of the Ramirez family when grandmother Gloria develops Alzheimer's disease. The telenovela series is being considered for inclusion in several short film festivals, and is funded by a generous grant from the Arthur N. Rupe Foundation.

Research studies show that Hispanic Americans experience unique challenges and vulnerabilities to Alzheimer's and other dementias. Statistically, the aging Hispanic community is more than 1.5 times more likely to develop Alzheimer's than the average senior population, and is less likely to be aware of symptoms and local resources. Culturally, strong family bonds of responsibility, can prevent caregivers from seeking services for loved ones and respite from the burdens of long term care.

## **About Alzheimer's Greater Los Angeles**

Alzheimer's Greater Los Angeles is the only local full-service, dementia-focused, nonprofit with 36 years of experience and 5 locations serving Greater Los Angeles and the Inland Empire. ALZGLA provides programs and services free of charge to individuals with Alzheimer's and related dementias, their families, caregivers and the community. Low cost training and education are also offered for professionals. Alzheimer's Greater Los Angeles began as an independent 501(c)(3) nonprofit in 1981. 100% of all Alzheimer's Greater Los Angeles fundraising stays local, focusing on care, support, advocacy, and research across Greater Los Angeles and the Inland Empire.

Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline 24/7 at 1-844-HELP-ALZ or visit [www.alzpla.org](http://www.alzpla.org).

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Facebook: <https://www.facebook.com/ALZGLA>

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YouTube: <https://www.youtube.com/channel/UCTvy865lLjoEi9DJTj-ljVw>

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