

Alzheimer's Expert Writes Book to Help Children Maintain a  
Positive Relationship With People Who Are Memory Impaired  
*Children's book relates the memory to a tape recorder*

**CITY, State—September 14, 2007**—How do children learn to interact with seniors who have Alzheimer's disease?

Internationally renowned Alzheimer's expert and first time author Joyce Simard, also known as Grandma Joyce, will answer this question and more in *The Magic Tape Recorder* (64 pp., Joyce Simard Publishing, \$10), a book explaining how they can be helpers to seniors who are having problems with vision, hearing, walking and have significant memory loss. *The Magic Tape Recorder*, which explores aging with colorful illustrations and an easily understood story for people of all ages, is based on a program Simard has presented to elementary school children for more than six years. The children's book explains that the memory is like a tape recorder, and people with Alzheimer's Disease have a tape recorder that is often turned off. The book also details how to interact, play and relate to a person with Alzheimer's disease.

Five million people in the United States have Alzheimer's disease and 50% of people over 85 will develop a dementing illness. Taking care of them costs \$100 billion a year, and the number of patients is expected to reach 11 million to 16 million by 2050. Experts say the disease will bankrupt the health system. It is already impacting millions of families that suffer the anguish of seeing a loved one's memory fade until even the closest family members names are forgotten. Right before their eyes, and knowing that no cure is available, the disease continues a relentless journey, sometimes lasting twenty years.

"I wrote this book to help children make the most of the time they have with relatives who are suffering memory loss and Alzheimer's disease and take away some of the fear children may have about the disease," Simard said. "I was amazed that some children believe Alzheimer's disease is catching!"

Simard is a well-known expert on Alzheimer's Disease, receiving her undergraduate degree in sociology and social work from Ithaca College in New York and master's degree in social work from the University of Minnesota. She has been in the long-term care industry since 1978, working in nursing facilities and assisted living communities. Simard is recognized for developing innovative programs for people with all levels of memory loss and has spoken throughout the United States, Europe, Asia and Australia on caring for people with Alzheimer's Disease. She has authored numerous articles and chapters on various issues regarding dementia. Ms Simard lives in Land O Lakes FL. and Prague Czech Republic where the book has been translated to Czech.

--MORE--

"This book is a wonderful and unique tool that will certainly help unite the youngest and oldest in families," said Vito Caserta, assistant professor of pediatrics at Uniformed Services University of the Health Sciences. "It explains in terms that young children can

easily understand important lessons about the nature of getting old and reasons behind their grandparents' or great uncles' unusual behavior that can be difficult for even adults to comprehend. The book artfully involves the children with their elders by showing them and their parents how they can help, something young children love to do. Thank you for providing this essential family resource.”

Orien Reid, chairman of Alzheimer's Disease International, said, “I am so impressed with the manner in which *The Magic Tape Recorder* begins by engaging the youngster's imagination. Most of us as children dreamed of the things we wanted to do when we grew up. The creative use of this technique is a great tool for helping youngsters understand what happens when their treasured loved one begins to lose their memory. Grandma Joyce, thank you for writing a book that is sensitive, informative and truly a book for all ages.”

For more information about Simard, please visit her Web site at [www.joycesimard.com](http://www.joycesimard.com) or *The Magic Tape Recorder* Web site at [www.grandmajoyce.com](http://www.grandmajoyce.com).

###

ISBN 978-8086541167

To place orders for the book, contact:

Joyce Simard Publishing

C/O Tim Lowry

4419 Alpine Court

Snellville, GA 30039

Phone: 678-413-3917

E-mail: [quazing@yahoo.com](mailto:quazing@yahoo.com)

URL: [www.grandmajoyce.com](http://www.grandmajoyce.com)

To arrange a book signing or interview, contact Joyce Simard at (781) 588-0876 or [joycesimard@earthlink.net](mailto:joycesimard@earthlink.net).