The Price of Memories

More than 5 million Americans suffer from Alzheimer’s disease, now the nation’s third leading cause of death.

There’s no cure or effective treatment, and with an aging baby boomer population, the future isn’t bright. By 2025, experts estimate the number of Alzheimer’s patients ages 65 and older will increase to 7.1 million.

Despite this looming public health crisis, relatively little money is being spent by the federal government, venture capitalists, pharmaceutical companies or other private funding sources to try to find a cure.

Without more research money, some experts warn, the unchecked disease could cripple the nation’s healthcare system.

The Price of Memories is a multimedia story that allows viewers to understand the funding process for Alzheimer’s research through text, videos and data visualizations. The story can be experienced either in the full-length form, or by individual funding type, like venture capital or federal government.

The project can be viewed at [www.priceofmemories.com](http://www.priceofmemories.com).
The Price of Memories

By 2050, 18 million people in the U.S. will have Alzheimer's disease. Why is federal research funding for this disease so low, and what other sources have scientists turned to for support?

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Rae Lyn's story

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The Funding Challenge

Scroll for Rae Lyn part II
Source List

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