

## State Farm® Dedicates Memory Wall to Honor American Caregivers

by Business-Wire

More than 2,000 Tributes Honor Caregivers from across the United States

BLOOMINGTON, Ill.--(BUSINESS WIRE)--Today, State Farm® and the Leeza Gibbons Memory Foundation (LGMF) presented the State Farm Memory Wall Tour in Bloomington, Illinois, completing the nationwide 12-city Memory Wall Tour that began in November 2005. The 24-panel wall is filled with more than 2,000 personal tributes to caregivers, and loved ones affected by memory disorders. The colorful, scrapbook-like tributes were written by celebrities and visitors to the Wall.

The Memory Wall brought nationwide attention to people suffering from memory disorders and the caregivers that support them. More than 4.5 million Americans already suffer from Alzheimer's™ and by 2050 that number will increase to between 11.3 and 16 million<sup>1</sup>. Alzheimer's™ patients and those with memory disorders often need 24-hour care. Many families try to bear that cost alone or provide the necessary care themselves to offset the cost of a nursing home care, which can be more than \$70,000 per year.

"Caring for a parent, friend or relative can be emotionally and financially stressful. The State Farm Memory Wall Tour has provided recognition and support for caregivers while highlighting the importance of long-term care," said Susan Waring, executive vice president and chief administrative officer of State Farm Life Insurance Companies. "To avoid financial challenges, families should thoughtfully plan today in case long-term care is required in the future."

Waring encourages families to have those tough conversations now in order to understand the long-term options available, such as in-home or facility care, part-time or full-time care, and care by a professional or family member. Once families have these difficult discussions, they can prepare financially.

"I've watched how memory disorders can impact families, and I know firsthand the emotional and financial stresses of being a caregiver," said Leeza Gibbons, TV and radio personality and founder of The Leeza Gibbons Memory Foundation. "Nearly one-third of Americans, including myself, have a close family member who has, or had, a need for in-home, assisted living or nursing care<sup>2</sup>. The Memory Wall Tour recognized the importance of caregivers and educated them about the array of emotional and financial support available."

Nationally, there are more than 44 million caregivers who silently bear the emotional and financial impact of caring for their loved one with a long-term illness. The Memory Wall Tour offered caregivers recognition, emotional support and resources as it toured the United States this past year, including stops in New York, N.Y.; Westbury, N.Y.; Washington, D.C.; Los Angeles, Calif.; San Francisco, Calif.; Portland, Ore.; Seattle, Wash.; Chicago, Ill.; St. Louis, Mo.; Dallas, Texas; Atlanta, Ga. and Miami, Fla.

The Wall will be displayed in its entirety through October 16, 2006 at the Eastland Mall in Bloomington, Illinois. For those that cannot visit the wall in person, the State Farm Memory Wall will live on as a virtual monument at [www.sfmemorywall.com](http://www.sfmemorywall.com), where visitors can see the many tributes. Caregivers also can find support by visiting the Memory Foundation Web site, [www.leezasplace.org](http://www.leezasplace.org).

### About State Farm

State Farm® insures more cars than any other insurer in North America and is the leading U.S. home insurer. State Farm's 17,000 agents and 76,000 employees serve nearly 73 million auto, fire, life and health policies in the United States and Canada. State Farm also offers financial services products. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 22 on the Fortune 500 list of largest companies. For more information, please visit [statefarm.com](http://statefarm.com) or in Canada [statefarm.ca](http://statefarm.ca).

### About The Leeza Gibbons Memory Foundation

The Leeza Gibbons Memory Foundation is the manifestation of Leeza's vision for a better standard of care for patients and caregivers affected by Alzheimer's disease and related memory disorders. The Leeza Gibbons Memory Foundation, through its signature program Leeza's Place, seeks to educate, empower and energize caregivers and the recently diagnosed. Leeza's Place integrates educational approaches, connective social activities, emotional support and intergenerational programming, and is dedicated to supporting the day-to-day needs of caregivers. The Foundation is a nonprofit 501(c)(3). For more information about Leeza's Places, please visit [www.leezasplace.org](http://www.leezasplace.org) or call 1-888-OK-Leeza.

1 Herbert, LE; Scherr, PA; Bienias, JL; Bennett, DA; Evans, DA. "Alzheimer Disease in the U.S. Population: Prevalence Estimates Using the 2000 Census." Archives of Neurology August 2003; 60 (8): 1119 - 1122

2 State Farm Family Financial Forecast. May 2005.

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