



TORREY PINES BANK

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MEDIA RELEASE

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TORREY PINES BANK, SAN DIEGO/IMPERIAL COUNTY ALZHEIMER'S ASSOCIATION AND
KFMB-TV/CBS8-PARTNER TO INCREASE ALZHEIMER'S AWARENESS

--KNOW ALZHEIMER'S 8 strives to educate the community about San Diego's third leading cause of death, as well as increase awareness about the resources and support that are available to individuals and families facing the disease --

San Diego, Calif. – July 29, 2013 – Torrey Pines Bank, a leading commercial bank in California and an affiliate of Western Alliance Bancorporation, in partnership with the San Diego/Imperial County Alzheimer's Association and CBS8-TV, is proud to announce **KNOW ALZHEIMER'S 8**. The **KNOW ALZHEIMER'S 8** campaign was developed to raise awareness about Alzheimer's disease, as the third leading cause of death in San Diego County, and to promote programs and services available from the Alzheimer's Association San Diego/Imperial Chapter.

As the public face and voice of the campaign, News 8 Anchor Carlo Cecchetto, KFMB-TV/CBS 8, will share his own family's journey with the disease, which impacts memory, thinking, behavior and physical functions. Viewers will be made aware of the Alzheimer's Association San Diego/Imperial Chapter's local programs and services, including the free 24/7 Helpline: 800.272.3900 staffed with confidential Alzheimer's experts, community education and over 30 local support groups. Additionally, information and resources for caregivers and persons with Alzheimer's or a related dementia will be available on www.cbs8.com, www.torreypinesbank.com, the KFMB-TV/CBS8 Facebook page and at Torrey Pines Bank offices throughout the county.

“Alzheimer's, and related dementia, can be emotionally and financially draining for people who receive the diagnosis, due to the uncertainty and longevity of the disease,” said Gary Cady, CEO. “Having known people who have been diagnosed with Alzheimer's as well their loved-ones and caregivers, and being fortunate to be at the helm of a successful community bank, I feel we are obligated to draw on our experience to help people take back as much control as possible and make sound decisions during this challenging time. At Torrey Pines Bank, we hope that our team can become a trusted resource to help San Diegans become more aware of Alzheimer's early warning signs and guide them and their loved ones to make the appropriate financial and business preparations and avoid potential financial abuse.”

Torrey Pines Bank will also partner with the Alzheimer's Association San Diego/Imperial Chapter for their Date with a Cure, highlighting research taking shape around the disease on August 12 at La Jolla Beach and Tennis Club. The bank will also partner with the organization for its Celebration of Courage and Hope honoring local champions in the fight against the disease on September 19 at the U.S. Grant Hotel

“Alzheimer's is a rising epidemic with more than 60,000 San Diegans living with the disease, or a related dementia, and that number is expected to double in the next 15 years,” said Mary Ball, president and CEO Alzheimer's Association San Diego/Imperial Chapter. “We want people to know we are here to provide

information and resources about the importance of getting a diagnosis as well vital education to support local families living with Alzheimer's today."

Pat Nevin, vice president and general manager of KFMB-TV/CBS 8 continued, "CBS 8 is proud to partner with Torrey Pines Bank and the Alzheimer's Association in raising visibility for this debilitating illness. We are dedicated to giving back to our community with programs that offer San Diegans the assistance and resources they need to improve their lives and those of their families."

The San Diego/Imperial County Alzheimer's Association wants people to know the 10 warning signs of Alzheimer's:

- 1. Memory changes that disrupt daily life**, forgetting important dates and event and relying on others for reminders.
- 2. Challenges in planning or solving problems**, such as the ability to concentrate, develop and follow a plan or work with numbers. e.g., trouble following a familiar recipe or keeping track of monthly bills.
- 3. Difficulty completing familiar tasks at home, at work or at leisure.** Not remembering rules to a favorite game, how to get to a familiar location or managing a budget.
- 4. Confusion with time or place**, such as losing track of dates and seasons, where they are or how they got there, understanding something if it is not happening immediately.
- 5. Trouble understanding visual images and spatial relationships**, including difficulty reading, seeing colors or contrast. They may not realize themselves when they see themselves in a mirror.
- 6. New problems with words in speaking or writing.** Conversations can be difficult as they may not remember what they were talking about or repeat themselves, often having trouble finding the right word or calling things by the wrong name.
- 7. Misplacing things and losing the ability to retrace steps.** A person with Alzheimer's disease may put things in unusual places and may be unable to go back over their steps to find them again.
- 8. Decreased or poor judgment**, like when dealing with money, grooming or keeping themselves clean.
- 9. Withdrawal from work or social activities.** A person with Alzheimer's may start to remove themselves from hobbies, social activities, work projects or sports because they can't remember how to complete their hobby or are less comfortable being around others.
- 10. Changes in mood and personality.** The mood and personalities of people with Alzheimer's can become confused, suspicious, depressed, fearful or anxious. They may be easily upset at home, at work, with friends or in places where they are out of their comfort zone.

Individuals wanting to learn more about Alzheimer's disease should call the free 24/7 Helpline at 800-272-3900 or visit www.alz.org/sandiego.

About Torrey Pines Bank

Torrey Pines Bank is a California-chartered commercial bank, providing commercial and financial services to small and middle market businesses, and personal banking services to proprietors, employees, executives and consumers desiring a personal banking relationship. It was a recipient of the *Peak Performance Award* presented by National University School of Business, and recently received a "Superior" ranking, the highest category and "simply the best by all measures", in IDC Management's fourth quarter report of *Bank Management Review*. Information about products and services offered by Torrey Pines Bank is available at www.torreypinesbank.com.

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