



Scottsdale, AZ Author Publishes Book on Alzheimer's Disease

This Book is the True Story of A Man Caring for His Wife Who Has Alzheimer's

Fade to Gray, a new book by Richard Masinton, has been released by Dorrance Publishing Co., Inc.

From the Author: My wife, Dana, was stricken with early-onset Alzheimer's disease at the horrifyingly young age of 55. *Fade to Gray* is our story about dealing with the only disease for which modern medicine has no means to prevent, cure or slow its progression. Shock, disbelief and overwhelming emotions followed her diagnosis with a disease we thought only happened to the very elderly. Furthermore, I was appalled to discover that the business of Alzheimer's care is broken. Caring and competent caregivers are hard to find, and assisted care facilities and other health care institutions that pride themselves on caring and competence are often anything but caring and competent.

I refused to accept "business as usual" in confronting and dealing with this terrible illness, so *Fade to Gray* was written to share my challenging experiences and offer hard-earned lessons learned during Dana's struggle. With no chance to alter the outcome, my purpose is to offer practical help, comforting wisdom and enduring hope to those whose lives are ruined by Alzheimer's, hoping to alter what may otherwise seem a hopeless experience. This is not a story about how to cope with Alzheimer's. *Fade to Gray* was written to help others deal with and manage a disease that is becoming a public health epidemic and an ineffective support infrastructure that annually costs families more than sending a child to Harvard!

About the Author

Richard Masinton was born in a small town in the mountains of south central Colorado. He was educated at the University of Oklahoma and holds a Master's Degree in Economics. His successful business career includes experience with several of the most famous companies in America: Exxon, Arthur Andersen and Russell Stover Candies.

Richard was eagerly anticipating a busy and fulfilling retirement with his adored wife, Dana, when she was diagnosed with early-onset Alzheimer's disease at the age of 55. No previous training, expertise or business skill could have possibly prepared him for the chaotic path that lay ahead, but his business-like approach to challenges changed the experience of Alzheimer's for both he and Dana. He wrote *Fade to Gray*, his first book, to help his readers in practical, thoughtful and insightful ways, and to change for the better their experience with this devastating disease. Richard is a resident of Colorado, but flees the winter cold for Arizona.

Fade to Gray is a 190-page paperback with a retail price of \$16.00. The ISBN is 978-1-4809-8690-9. It was published by Dorrance Publishing Co., Inc of Pittsburgh, Pennsylvania. For more information, or to request a review copy, please go to our virtual pressroom at www.dorrancepressroom.com or our online bookstore www.bookstore.dorrancepublishing.com.