

## Julianne Moore leads the way at BAFTA awards

Sunday 8 February, 2015

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Julianne Moore added a BAFTA to her collection of prestigious awards today (Sunday 8 February 2015), having been awarded 'Best Actress in a Leading Role' for her heart-wrenching portrayal of a woman with early-onset dementia in the film *Still Alice*. The 54-year-old actress has already won 17 awards for her performance and has also been nominated for an Oscar.

Based on a book of the same title, *Still Alice* tells the story of Alice Howland, a professor at Columbia University who develops a rare form of familial Alzheimer's disease at the age of 50. The film explores the implications of the disease which, in Alice's case, has a genetic cause and carries the risk of being passed down to her children.

At the UK Charity Premiere earlier this week (Thursday 5 February), hosted on behalf of Alzheimer's Society, Moore met people living with dementia, a full-time carer and an Alzheimer's Society Dementia Support Worker – a professional who helps people come to terms with their diagnosis.

### Jeremy Hughes, Chief Executive of Alzheimer's Society, said:

'I'm absolutely delighted that Julianne Moore has been recognised for her terrific portrayal as a person with early-onset dementia. *Still Alice* does so much to tackle the stigma and shame all too often associated with the condition. Her award-winning performance is incredibly powerful.

'Alzheimer's Society was honoured to host the UK Charity Premiere of *Still Alice* at the Curzon in Mayfair earlier this week. This prestigious recognition for Julianne's performance is certainly well deserved and will really help raise awareness and increase understanding of dementia worldwide.'

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