

Hatch 2020

Alzheimer's Association

Work For Good

The idea:

Despite now being the 6th leading cause of death in America, many people still don't understand the reality of how soon, and how fast Alzheimer's disease can set in. So we set out to tell a very real story that would help people understand what this disease really looks like, and where to get help.

How it worked:

Through a partnership with the Alzheimer's Association, we found Paul O'Callaghan, husband to Nikki and father of three boys - two of which are twins. At just 54 years old, he was diagnosed with Alzheimer's disease. Through the story of his life and his love for Nikki and the boys, we come to understand the sudden onset of Alzheimer's, the fragility of life, and the importance of support in the face of this incurable disease. Seven months after filming, Paul passed away – showing us just how real, and urgent it is to find a cure and support the amazing work of the Alzheimer's Association so we can end ALZ once and for all.