

## FOR IMMEDIATE RELEASE

### Alzheimer's Patient Fights Back

Diagnosed with early stage Alzheimer's disease in September 2025, Greg Rowland refused to sit back and let the disease run its course. At 68 years old, he knew there were steps he could take to slow the progression of the disease and hopefully, add a few more years to his life.



Greg and his wife, Linda, moved to Chapel Hill, North Carolina so they could be near Duke Neurology. Greg was approved for treatment with a relatively new drug called Lecanemab. He receives an infusion every other week at Duke Health. The infusion treatment is at least eighteen months long.

The risks and side effects of Lecanemab can be troublesome. Greg has avoided any of the severe risks and he manages the side effects.

Greg is no longer able to drive, so he uses a car service to go to his medical appointments. He closed a small construction business when he moved to North Carolina. This resulted in a loss of income. Combining the loss of income with transportation costs and paying rent for an apartment and a mortgage at their home in South Carolina, cash flow quickly became a challenge.

As a lifelong entrepreneur, Greg decided to open an ecommerce store, Greg's AZ Store. The store has recently opened at <https://gregsalzheimersjourney.biz> He sells products in four primary categories: Apparel, Alzheimer's Patient Support, Caregiver Support, and Home and Wellness. All profits support Greg's medical and living expenses.

Greg writes a Substack blog that is growing rapidly. The blog chronicles his Alzheimer's journey. Additionally, he writes about trending Alzheimer's research, current treatments, and the impact the disease has on patients' families, friends, and society. Greg has subscribers throughout the United States, Europe, and Australia. The blog address is <https://gregsalzheimersjourney.com/>.

Greg is available for speaking engagements and media interviews. Additional information is available at <https://www.rowjeraholdings.com/>.

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