



VOTE!

YES

on

Prop 14

Lead the Nation in Dementia Research, Prevention, and Care



A HISTORIC OPPORTUNITY FOR TEXAS

With the approval of a \$3 billion investment over the next decade, the state will establish the Dementia Prevention and Research Institute of Texas (DPRIT) – the largest state-funded initiative in the nation dedicated to Alzheimer’s and other forms of dementia. This unprecedented commitment positions Texas as a national leader in the fight against these devastating diseases, accelerating the development of treatments, prevention strategies, and ultimately, cures.



YOUR “YES” VOTE MEANS:

Accelerated Research

Robust funding will draw world-class researchers to Texas and power groundbreaking studies that expand the frontiers of science, accelerating the path to prevention, treatment, and cure.

Medical Breakthroughs

This bold investment significantly boosts the chances of discovering effective treatments and, ultimately, cures for Alzheimer’s and related dementias.

Hope for Texans

This initiative reflects a powerful commitment to Texans affected by Alzheimer’s, ensuring they benefit directly from research breakthroughs and expanded access to care—without leaving the state.



A PROVEN MODEL

DPRIT will be structured just like the Cancer Prevention and Research Institute of Texas (CPRIT). CPRIT has delivered over 11 million cancer prevention services, attracted 340 top researchers, and generated \$27 billion in economic impact—all while saving lives and creating more than 224,000 jobs. DPRIT will apply this same successful approach to Alzheimer’s and other dementias, giving Texas a powerful path forward.

Early voting starts Oct. 20, 2025



For more information:
www.alz.org/YesOn14