

Monday, October 26, 2009

## **CELEBRITIES WALK WITH ANGELENOS TO FIGHT ALZHEIMER'S**

### **17th Annual Memory Walk in Downtown Los Angeles Benefits Alzheimer's Association and Hosts Multigenerational Teams as They Honor Loved Ones**

**LOS ANGELES** – Thousands of Southlanders are on the MOVE to end Alzheimer's disease by participating in the 17<sup>th</sup> annual Alzheimer's Association Memory Walk – locally sponsored by Wells Fargo. The 5k walk is Sunday, November 1 and will start at the Watercourt at California Plaza (350 S. Grand Ave., Los Angeles, 90071).

Nearly 4,000 celebrities, teams and individuals will converge as “champions” in the fight against Alzheimer's, united in their goal to raise more than \$750,000 to support research and programs of the Alzheimer's Association.

This year California first lady Maria Shriver is making a personal commitment to Memory Walk with “Maria's A-Team,” created to honor her father, Sargent Shriver, who is living with Alzheimer's disease. The goal of *Maria's A-Team* is to inspire individuals and communities to join the fight against Alzheimer's disease and participate in Memory Walk.

Celebrities expected to participate in Memory Walk include: Steve Edwards (“Good Day, L.A.”), Michael Chiklis (“Fantastic Four,” “The Shield”), Bryan Cranston (“Breaking Bad,” “Malcolm in the Middle”), Peter Gallagher (“Californication,”), Leeza Gibbons (“Hollywood Confidential,” “Take Your Oxygen First”), Bob Goen (GSN Radio), Ken Howard (“Grey Gardens”), Sharon Lawrence (“Grey's Anatomy,” “NYPD Blue”), Ron Rifkin (“Brothers & Sisters”), Tracie Thoms (“Cold Case”), Lea Thompson (“Mayor Cupcake”), sports star Rafer Johnson, and radio personality Charlie Tuna.

With the help of local sponsor Wells Fargo and Honorary Co-Chairs Mayor Antonio Villaraigosa, County Supervisor Gloria Molina, and City Councilmember Jan Perry; the Alzheimer's Association Memory Walk hopes to raise awareness and funds for Alzheimer's care, support and research programs. Today 5.3 million people are living with Alzheimer's disease in the United States. In California alone, there are currently 500,000 people that have been diagnosed with Alzheimer's.

“Alzheimer's is the epidemic of our generation,” says Bettina Kurowski, President and CEO, Alzheimer's Association California Southland Chapter. “In the U.S. someone develops Alzheimer's every 70 seconds making it the seventh-leading cause of death. Everyone that participates in Memory Walk is making a commitment to support families currently dealing with this disease and prevent it from impacting others in the future.”

**Event Details**

The 17th Alzheimer's Association Memory Walk is Sunday, November 1 with registration beginning at 7 a.m. After an opening ceremony at the Watercourt at California Plaza, the Memory Walk will begin on Grand Avenue at 9 a.m. Closing ceremonies and an awards presentation begin at 10 a.m. A health-and-wellness expo will be open throughout Memory Walk until noon. Registration for the Walk can be done online at [www.alzla.org/mw](http://www.alzla.org/mw).

**Memory Walk 2009 Sponsors include:**

Wells Fargo, Kindred Healthcare, Home Instead Senior Care, Belmont Village Senior Living, Brookdale Senior Living, Brookfield Properties, The Westin Bonaventure, Ralphs, Function Drinks, SEIU-ULTCW, Forest Laboratories, FOX11 Los Angeles and KRTH-FM.

**Alzheimer's Association**

The Alzheimer's Association is a donor-supported, voluntary health organization committed to research, care and support for those living with Alzheimer's disease and their families. For more than 28 years, the Alzheimer's Association, California Southland Chapter, has provided critical services and programs to hundreds of thousands of Alzheimer's affected-families in the counties of Los Angeles, Riverside and San Bernardino. These services and programs include a 24-hour helpline, care consultations, support groups, and the Medic Alert ® + Safe Return® identification registry. The Alzheimer's Association also provides education for health care professionals, caregivers and the general public; advocacy for improved public policy and legislation; and financial support to increase research to find the cause and cure for this devastating disease. For more information, visit [www.alz.org/californiasouthland](http://www.alz.org/californiasouthland).