



Cleveland Area Chapter

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FOR IMMEDIATE RELEASE

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GIANT PURPLE CEMENT TRUCK ROLLS OUT OF MEDINA

Local company supports Alzheimer's Association with themed concrete mixer

CLEVELAND, OH – In support of the Alzheimer's Association, Medina Supply, a part of The Shelly Company's Ready Mix Concrete Division, has rolled out an Alzheimer's Association-themed concrete mixer truck that will be seen throughout Northeast Ohio. The company recently painted the mixer in the Alzheimer's Association's signature purple color along with its distinctive logo, which represents the partnership of people and science.

D.Todd Surrarrer, Quality Control Manager for Medina Supply, noted that the company's goal in this project is to help people. "This truck will serve as a moving billboard, raising awareness for the Alzheimer's Association and informing individuals who have family members affected by Alzheimer's disease that there is an organization out there that can help them through their journey with this fatal disease," said Surrarrer.

Medina Supply began its themed-truck program in the fall of 2010. The program is coordinated by a committee of company employees, who look at the challenges their employees, community members and customers face in determining which nonprofit organizations to select for this public awareness. The Alzheimer Association truck is the fifth truck the company has outfitted with a logo of a nonprofit organization. The Alzheimer's Association themed- truck is expected to stay in service for about three years according to Surrarrer.

"One of the greatest challenges we face as an organization is awareness. Educating individuals about Alzheimer's disease and letting families know that we are here to help, is the first step in being able to assist them," said Nancy Udelson, Executive Director of the Alzheimer's Association's Cleveland Area Chapter. "Having this truck travel throughout Northeast Ohio is a wonderful way to generate awareness and let families know that there is help available." she emphasized.

ABOUT ALZHEIMER'S ASSOCIATION CLEVELAND AREA CHAPTER

The Alzheimer's Association Cleveland Area Chapter serves Ashtabula, Cuyahoga, Geauga, Lake and Lorain counties with offices in Ashtabula, Avon, Beachwood, Chardon and Mentor. The Association's mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The disease currently affects an estimated 5.4 million American adults (about 40,000 in Northeast Ohio) and is the 6th leading cause of death in the country. Our vision is a world without Alzheimer's. For more information, visit www.alz.org, [Follow us on Facebook](#) [Follow us on Twitter](#)

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