



the compassion to care, the leadership to conquer

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**ALZHEIMER'S ASSOCIATION TO KICK-OFF AWARENESS MONTH
WITH SENATOR SHERROD BROWN**

Do not adjust your television sets, The Terminal Tower will be purple

CLEVELAND, OHIO – November is National Alzheimer's Disease Awareness Month. The Alzheimer's Association Cleveland Area Chapter is marking the occasion with a special kick-off event with US Senator Sherrod Brown on Monday October 31st at Tower City in Downtown Cleveland.

Alzheimer's disease is a growing crisis for our families and the economy. The federal government must address the challenges the disease poses and take bold action to confront this epidemic now. Over the years, US Senator Sherrod Brown has provided leadership in addressing the Alzheimer's crisis and moving Congress in the right direction.

The Terminal Tower will be lit with purple lights during the entire month of November to raise awareness of the disease. Purple is the official color of The Alzheimer's Association. The Chapter has been working with Forest City Enterprises to arrange for the annual high profile spectacle and is extremely grateful for their participation in the month long awareness effort.

Who: US Senator Sherrod Brown, Alzheimer's Association Cleveland Area Chapter, Advocates and Supporters

What: Kick-off of National Alzheimer's Disease Awareness Month

Where: Tower City (at the grand staircase near the large fountain) 230 W. Huron, Cleveland.

When: Monday, October 31, 2011 @ 9:15 AM

The Alzheimer's Association Cleveland Area Chapter serves Ashtabula, Cuyahoga, Geauga, Lake and Lorain counties, with offices in Avon, Ashtabula, 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.

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