



the compassion to care, the leadership to conquer

---

**January 19, 2012**

**FOR IMMEDIATE RELEASE**

Contact: **Paige Knebel**  
**Community Events and Outreach Coordinator**  
**319.294.9699**  
**Paige.knebel@alz.org**

**Tune in as the Alzheimer's Association East Central Iowa Chapter Hosts  
the 15<sup>th</sup> Annual VOICE the VISION Rally**

**(Cedar Rapids, IA)** – On Thursday, January 26, 2012 the Alzheimer's Association will host the annual VOICE the VISION *Rally* at the KGAN CBS 2 and KFXA FOX 28 studios in Cedar Rapids. The *Rally* will take place from 8 a.m. until 6 p.m. Volunteers will spend one hour on the phone bank calling their family, peers and colleagues for donations to support the 69,000 Iowans living with this debilitating disease. Participants have the option to create their own campaign webpage and raise funds online prior to the event.

Alzheimer's disease is the 6th leading cause of death in the country and the 5th leading cause of death in Iowa. To date, there is no cure or prevention. Tune in to KGAN CBS 2 and KFXA FOX 28 on January 26 to learn more about Alzheimer's disease and what the Alzheimer's Association can do for people with the disease, their family and other care partners. Those wishing to support the Alzheimer's Association VOICE the VISION *Rally* can contribute by dialing 1-877-ALZ-CURE the day of the event or by visiting [www.alz.org/eci](http://www.alz.org/eci). Proceeds raised from the event will be used to advance the full mission of the Alzheimer's Association through vital research, education, caregiver support and advocacy.

We would like to thank all of the Alzheimer's Association VOICE the VISION *Rally* sponsors. Our Presenting sponsor is KGAN CBS 2 and KFXA FOX 28. Our radio sponsors are 104.5 KDAT, KCJJ AM 600 and 93.5 The Mix.

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support, advocacy and research. Our 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. Our vision is a world without Alzheimer's. For more information, visit [www.alz.org/eci](http://www.alz.org/eci).

# # #