



the compassion to care, the leadership to conquer

December 28, 2011

FOR IMMEDIATE RELEASE

Contact: **Paige Knebel**
Marketing & Events Coordinator
319.294.9699
Paige.knebel@alz.org

**ALZHEIMER'S ASSOCIATION EAST CENTRAL IOWA CHAPTER
ASKS PARTICIPANTS TO *CALL FOR A CAUSE***

(Cedar Rapids, IA) – As Americans continue to live longer, prevalence of Alzheimer's is expected to soar from the current 5.4 million Americans to as many as 16 million by 2050. Alzheimer's disease is the 5th leading cause of death in Iowa, making Alzheimer's disease the single largest, unaddressed public health threat facing the world, the nation and our community. The Alzheimer's Association is hosting the *VOICE the VISION Rally* on Thursday, January 26, 2012 at the KGAN CBS 2 and KFXA FOX 28 studios in Cedar Rapids from 8:00 a.m. to 6:00 p.m.

Volunteers are asked to fill a one hour time slot where they will contact their family, peers and colleagues for donations to support the 69,000 Iowans suffering from Alzheimer's disease. Participants will also have the option to create their own campaign webpage and raise funds online. Individuals can contribute to the cause at www.alz.org/eci or by calling 800.272.3900. Proceeds raised from the event will be used to advance the full mission of the Alzheimer's Association through vital research, education, support and advocacy.

To participate in the Alzheimer's Association's *VOICE the VISION Rally*, make a contribution toward the event, or request more information, please contact the Alzheimer's Association at 800.272.3900.

We would like to thank all of our sponsors to date for the Alzheimer's Association *VOICE the VISION Rally*. 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 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.

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