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ALZHEIMER’S ASSOCIATION® RECEIVES $1 MILLION PLEDGE FROM SIGMA KAPPA FOR WOMEN’S INITIATIVE

Longtime Partner Increases Commitment to the Alzheimer’s Association

CHICAGO, June 7, 2014 – The Alzheimer’s Association has received a $1 million pledge from the Sigma Kappa Foundation for the newly launched Alzheimer’s Association Women’s Initiative. Announced at the Sigma Kappa Sorority 86th National Convention, this generous pledge by the longtime Alzheimer’s Association partner is the lead gift for research within the Association’s Women’s Initiative. The gift will fund clinical research focused on women, as well as studies led by female researchers who are working to advance Alzheimer’s and dementia science.

The Alzheimer’s Association Women’s Initiative launched in the spring and is intended to engage 1 million women in the fight against Alzheimer’s disease. Women are disproportionately impacted by Alzheimer’s — of the 5 million Americans living with Alzheimer’s, two-thirds are women, and sixty percent of Alzheimer’s and dementia caregivers are women. This disease needs women to help change the course of Alzheimer’s disease, and the women of Sigma Kappa are the first to step up and make a significant commitment to this effort.

“The women of Sigma Kappa have long been leaders in the Alzheimer’s movement, and they recognize the need for more women who are leaders and influencers in family, community, business, science, government and philanthropy to be engaged in this cause,” said Angela Geiger, chief strategy officer, Alzheimer’s Association. “This generous $1 million gift from the Sigma Kappa Foundation is the first funding of its kind for the Alzheimer’s Association Women’s Initiative. The funds are greatly appreciated and will focus on research about women and the disease in addition to funding the work of female researchers.”

Sigma Kappa Foundation also announced that a challenge gift aimed at fulfilling this pledge has been received from Carolyn Caudell Tieger, an alumna of Sigma Kappa’s Epsilon Epsilon chapter at the University of Georgia. Tieger announced that she will match each dollar raised in the next two years up to $500,000. Her pledge is the largest ever received by Sigma Kappa Foundation.

“We have come so far in helping find a cure for Alzheimer’s and are closer to the finish line than ever before,” said Tieger. “I am very confident in the great work of the Alzheimer’s Association and so proud of Sigma Kappa, as the two groups work together to create a lasting legacy of support for helping conquer one of the most dread diseases of all time. I am so pleased to be able to provide this gift.”
The launch of this initiative was inspired by the work by Maria Shriver and the Alzheimer’s Association to produce* The Shriver Report: A Woman’s Nation Takes on Alzheimer’s* in 2010. To continue these efforts, the Association created the Women’s Initiative to celebrate the power and influence of women and to urge them to harness their amazing brains to wipe out Alzheimer’s disease. The goals of the Women’s Initiative complement Sigma Kappa’s ideals, which are shaped around positive, female-led community impact, creating a synergy that will help to fuel the Alzheimer’s movement.

“Sigma Kappa has a history of dedication to gerontology needs and especially to our work with the Alzheimer’s Association,” said Cheri Morrell De Jong, Sigma Kappa Sorority national president and Sigma Kappa Foundation trustee. “The launch of the Women’s Initiative by the Alzheimer’s Association has energized us. Our $1 million gift will move female-focused Alzheimer’s research forward and ultimately benefit the entire Alzheimer’s community.”

As a 30-year partner of the Alzheimer’s Association, Sigma Kappa Sorority has supported the organization’s mission through their role as a national team in Walk to End Alzheimer’s®, raising more than $1.43 million since 2007. In addition, since 2002 Sigma Kappa Foundation has made grants totaling $365,000 to sponsor Alzheimer’s Association International Research Grant Program awards to female researchers.

About Sigma Kappa Sorority
Sigma Kappa Sorority, founded in 1874, is a national not-for-profit organization of more than 152,000 women dedicated to excellence in academics, personal character and service to society. The purpose of Sigma Kappa Sorority is to “provide women lifelong opportunities and support for social, intellectual, and spiritual development by bringing women together to positively impact our communities.”

About the Alzheimer’s Association®
The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer’s 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. Visit [www.alz.org](http://www.alz.org) or call 800.272.3900.

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