



CONTACT:

Kate Meyer, Alzheimer's Association, 312-604-2435, kmeyer@alz.org

Diana Torres-Bixby, Edelman, 212-819-4895, diana.torres-bixby@edelman.com

Alzheimer's Association Media Line, 312-335-4078, media@alz.org

**ALZHEIMER'S ASSOCIATION EVENT, THE LONGEST DAY®,
HONORS THOSE LIVING WITH ALZHEIMER'S AND THEIR
CAREGIVERS**

Alzheimer's Association Invites Everyone to Go Purple this June, Alzheimer's & Brain Awareness Month, to Raise Awareness and Pledge Support for the Cause

CHICAGO, June 19, 2015 – The summer solstice is not just a day for backyard barbecues and baseball games – it is also a special day to raise awareness for Alzheimer's disease. Each year on the summer solstice, this year on Sunday, June 21, the Alzheimer's Association hosts The Longest Day®, a team event to raise funds and awareness for Alzheimer's. From sunrise-to-sunset teams across the globe participate in activities they love – hiking, baking, karaoke, bridge playing – to fundraise and honor someone facing the disease. The duration of the event symbolizes the challenging journey of those living with the disease and their caregivers.

“For those facing Alzheimer's every day is the longest day,” said Angela Geiger, Chief Strategy Officer, Alzheimer's Association. “The Longest Day honors the strength, heart and endurance of people with Alzheimer's and their caregivers. We want to demonstrate in a meaningful way that they are not alone.”

Alzheimer's disease is a unique triple threat unlike any other disease with its soaring prevalence, enormous cost and lack of treatment. Worldwide 47 million individuals are living with Alzheimer's disease and other dementias, a number that is estimated to rise to nearly 76 million by 2030 and almost triple to 135.5 million by 2050. Alzheimer's is the sixth-leading cause of death in this country, and the only top 10 cause of death without a way to prevent, cure, or slow its progression.

This year, some of the activities The Longest Day teams will be participating in include a motorcycle ride from Mexico to Canada, hiking to 48 mountain tops, a rock-a-thon with rocking chairs and multiple cross-country cycling rides. Others are showing their support by hosting all day bridge games through a partnership with the American Contract Bridge League (ACBL), riding roller coasters and partnering with local networks to bring different types of music to rehab care facilities.

In support of Alzheimer's & Brain Awareness Month and The Longest Day, eBay is once again partnering with the Alzheimer's Association. During the week of June 15, leading up to The Longest Day, the Association will be the exclusive charity at check out on eBay and everyone is invited to “favorite” the Alzheimer's Association at www.ebay.com/alz. Additionally, The Vintage Pearl launched the new "End Alz" Sun Charm necklace, representing The Longest Day. Through June, a portion of all proceeds (25%) from the sale of the necklace will benefit the Alzheimer's Association.

The Alzheimer's Association is asking the community to come together and help fight Alzheimer's disease during Alzheimer's & Brain Awareness Month by doing the following:

- Take the Purple Pledge at alz.org.
- Join the Alzheimer's Association in wearing purple on June 21, and share photos of yourself, family, friends and co-workers wearing purple via Twitter, Facebook, Instagram, etc. with the hashtags #ENDALZ and #GoPurple.

About the Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. It is the largest nonprofit funder of Alzheimer's research. 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. Its vision is a world without Alzheimer's. Visit alz.org or call 800.272.3900.

About eBay

Integrated into eBay's buying and selling experience, eBay Giving Works helps people support great causes in the U.S. and abroad. It enables sellers to donate a portion of their sale to a cause they care about, and it allows buyers to shop to support their favorite charities — all the while helping nonprofits connect with the eBay community and engage new supporters. Learn more at www.ebay.com/alz.

About The Vintage Pearl

The Vintage Pearl creates hand stamped jewelry, personalized jewelry, and keepsakes that are customized with any names, initials, dates, or words of inspiration. The hand stamped jewelry is created using sterling silver, freshwater pearls, and birthstone crystals. The Vintage Pearl was founded in 2007 by mom of four, Erin Edwards, as a creative outlet while staying home with her children, and today, they ship jewelry all over the world. Learn more about The Vintage Pearl at www.thevintagepearl.com.

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