



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**Alzheimer's Association East Central Iowa awarded for 2010 Memory Walk Accomplishments**

**Waterloo, IA** - The Alzheimer's Association East Central Iowa Chapter was nationally recognized as a Star performer for their outstanding Memory Walk in Waterloo. The 2010 Memory Walk saw 548 participants from the Cedar Valley collectively raise over \$80,000. With more than 600 Memory Walks nationwide, recognition was given to Alzheimer's Association Memory Walks that demonstrated substantial growth over the past year's event in the number of participants, total revenue generated and advocacy efforts.

"This achievement could not have been possible if it weren't for the hard work of our planning committee and the team captains who volunteer their time to rally their teammates and raise much needed funds for the Alzheimer's Association," says Ashley Shaw, Public Relations and Outreach Coordinator for the Alzheimer's Association. "Our team captains really stepped up as leaders in the fight against Alzheimer's disease, we are grateful to them as well as our 2010 sponsors and individual participants. We are eager to continue this growth in 2011." The top fundraising teams in 2010 include the Memory Milers of Friendship Village, Florence's Flock, Thalman Troopers of the Western Home, Kathryn's Angels and Grant's Gang. The top individual fundraisers for the 2010 Memory Walk include Harold Getty, Deb Thome, Kathy Martin, Karla Downey and Bev McCadam. The 2010 planning committee members were Kristi Barnett, Trina Becker,

Barb Burns, Kimberly Hahn, Kelly Heth, Betsy McDougall, Julie Thomas, Lynn Widdel and Suzie Woolf.

Since 1989, the Alzheimer's Association has mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now, we're continuing to lead the way with the Walk to End Alzheimer's. Join the Alzheimer's Association Walk to End Alzheimer's and unite in a movement to reclaim the future for millions. The 2011 Walk to End Alzheimer's will take place on Saturday, September 24, 2011. The location of the Walk has not been determined. For more information visit [www.alz.org/eci](http://www.alz.org/eci).

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care and support. 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.

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