



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 Chapter Hosts Annual VOICE
the VISION Rally**

Event offers donors a new way to support the Alzheimer's Association

(Cedar Rapids, IA) – The Alzheimer's Association will host the annual VOICE the VISION Rally on Wednesday, February 2, 2011 at the KGAN-CBS2 studios in Cedar Rapids from 8:00 a.m. to 6:00 p.m. More than fifty volunteers will spend one hour on the phone bank calling their family, peers and colleagues for donations to support the 69,000 Iowans suffering from Alzheimer's disease. Participants have the option to create their own campaign webpage and raise funds online prior to the event. A dozen volunteers outside of the Cedar Rapids area are participating virtually by making calls from their home or office.

This year public wishing to support the Alzheimer's Association VOICE the VISION Rally can contribute by donating online prior to the event, dialing 1-877-ALZ-CURE on February 2nd or using the newest method of donating to the event by sending a text from their cell phone. Donors can text ALZ to 20222 and they will be asked to confirm a \$10 donation to the Alzheimer's Association. 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.

The Alzheimer's Association VOICE the VISION Rally sponsors are KGAN-CBS2/Fox28, 104.5 KDAT, MeadowView Memory Care Villlage, Skogman Realty, Tektivity, and ImOn Communications.

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.

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