



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
ASKS PARTICIPANTS TO *CALL FOR A CAUSE***

(Cedar Rapids, IA) – Alzheimer's is not a normal part of aging; however the greatest risk factor for the disease is age. As Americans continue to live longer, prevalence of Alzheimer's is expected to soar from the current 5.3 million Americans to as many as 16 million by 2050. Locally, 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 Wednesday, February 2, 2011 at the KGAN-CBS2 studios in Cedar Rapids from 8:00 a.m. to 6:00 p.m.

Volunteers are asked to contact their family, peers and colleagues for donations to support the 69,000 Iowans suffering from Alzheimer's disease. Each participant will have a one-hour time slot on the phone banks. Participants will also have the option to create their own campaign webpage, recruit team members and raise funds online through the event website at **voicethevision.kintera.org/2011**. Volunteers outside of the Cedar Rapids area are invited to participate in person or as virtual participant by registering in advance and making calls from their home or office. Individuals can contribute to the cause at the event site, or **dial 1-877-ALZ-CURE**. 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 319-294-9699.

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-CBS2/Fox28 and our

media sponsor is 104.5 KDAT. Other sponsors include MeadowView Memory Care Village, Tektivity, and ImOn Communications.

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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