



the compassion to care, the leadership to conquer

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FOR IMMEDIATE RELEASE

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**ISLE CASINO HOTEL WATERLOO EMPLOYEES RECLAIM THE FUTURE  
FOR MILLIONS AT THE ALZHEIMER'S ASSOCIATION WALK TO END  
ALZHEIMER'S™**

*Community Aces Raise More Than \$4,600 for Alzheimer's Disease*

[**Waterloo, IA**] –The Isle Casino Hotel Waterloo is pleased to support the Alzheimer's Association Walk to End Alzheimer's in the Cedar Valley. Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's Association care, support and research programs. This is the first year Isle employees participated as a team in the Walk to End Alzheimer's which took place on Saturday, September 24 at Hawkeye Community College.

Throughout the summer and fall months the Isle put on a total of 6 fundraising events to aid their efforts for the Walk to End Alzheimer's. A few of the events included a rib cook-off between Isle chefs and Tiffany O'Donnell and Kelly O'Connell from KGAN/KFXA, a celebrity server event at the Isle's Otis & Henry's featuring Danielle Wagner and Jeff Eliasoph of KWWL and a day where 50% of their restaurants' sales was allocated to the Walk. The Community Aces of the Isle Casino Hotel Waterloo raised more than \$4,600 for the cause.

“Our Isle employees are proud to support Walk to End Alzheimer's and the Alzheimer's Association East Central Iowa Chapter as they continue to provide valuable support services to individuals living with Alzheimer's and their caregivers while also supporting critically need research,” said Kelly Heth, team captain of the Community Aces and Advertising and Public Relations Manager at the Isle Casino Hotel Waterloo. “We know firsthand that it is critical to

support the Alzheimer's Association. The funds we raise help families like ours and advance important research that could change the course of Alzheimer's disease for future generations."

Alzheimer's disease is a growing epidemic and is now the nation's sixth-leading cause of death. As baby boomers age, the number of individuals living with Alzheimer's disease will rapidly escalate, increasing well beyond today's estimated 5.4 million Americans living with Alzheimer's today. Team members of Community Aces have seen the affects of Alzheimer's disease on a personal level and wanted get involved in putting an end to Alzheimer's disease. "We could not be more appreciative of the support the Isle has shown the Alzheimer's Association by getting involved in the Walk to End Alzheimer's," said Ashley Shaw, Events and Public Relations Coordinator for the Alzheimer's Association. "The Isle employees recognize the impact that Alzheimer's disease has on families. We are extremely grateful for their dedication to our vision of a world without Alzheimer's disease."

**About the Alzheimer's Association Walk to End Alzheimer's:**

The Alzheimer's Association Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. Since 1989, the Alzheimer's Association mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now the Alzheimer's Association is continuing to lead the way with Walk to End Alzheimer's. Together, we can end Alzheimer's – the nation's sixth-leading cause of death.

**About the Alzheimer's Association:**

The Alzheimer's Association is the world's 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.

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