



the compassion to care, the leadership to conquer

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FOR IMMEDIATE RELEASE

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**NORTHEAST IOWA RESIDENTS RAISE \$25,000 FOR THE 2011 WALK TO
END ALZHEIMER'S™**
*Largest Fundraiser Dedicated to Alzheimer's Disease Care, Support
and Research Programs*

[West Union, IA] - More than 260 residents from Northeast Iowa participated in the Alzheimer's Association's Walk to End Alzheimer's and united in a movement to reclaim the future for millions on October 1 at the West Union Recreation Center. Participants raised a record \$25,000 to fund Alzheimer's care, support and research programs. Event coordinators are still collecting donations.

“Northeast Iowa recognizes the impact that Alzheimer's disease has on families; the way the community united together to fight against Alzheimer's disease was truly inspiring,” said Jessica Simon, Senior Coordinator Community Outreach & Initiatives for the Alzheimer's Association. “With funds raised through the Walk to End Alzheimer's, the Alzheimer's Association will be able to provide much needed care and support to people affected by the disease as well as fund critically needed research.”

Walk to End Alzheimer's participants enjoyed an upbeat performance by the local band Done Doin' Laundry, and partook in a moving tribute emceed by Jeni Grouws of KDEC radio, to recognize those who have experienced or are experiencing Alzheimer's. They learned more about Alzheimer's disease and the Association's critical role in the fight against it, including the latest about Alzheimer's research and current clinical trials, how they can become involved in advocacy efforts at home and in Washington, DC and the Association's support programs and

services. Before hitting the trail walkers warmed up with stretches led by Expressions Dance Studio.

The 2011 Statewide Presenting Sponsor is Care Initiatives. The 2011 Hope Sponsor is Rockwell Collins. Gold Sponsors include Abode Construction, Bickford Assisted Living, Home Instead Senior Care, MeadowView Memory Care, Mercy Medical Center, NewAldaya Lifescapes, R&N Investments, Solon Retirement Village and University of Iowa Health Care. Media Sponsors include KGAN, Fox 28, Show You Care and KDEC 100.5 FM.

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. In Iowa alone, there are 69,000 people living with Alzheimer's. To make a donation to the 2011 Walk to End Alzheimer's, visit alz.org/eci.

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 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 the 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'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.

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