



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE:

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-- CALENDAR ANNOUNCEMENT --

Alzheimer's Association's Memory Walk® 2009

Cedar Rapids, IA, September 26th- The Alzheimer's Association's annual Memory Walk® will take place on Saturday, September 26th at Harding Middle School/Noelridge Park in Cedar Rapids. Nearly 750 people from the greater Cedar Rapids area are expected to participate in this year's event to raise awareness and funds to fight the disease.

The Alzheimer's Association's Memory Walk, nationally presented by Genworth Financial, is the nation's largest event to raise awareness and funds for Alzheimer care, support and research programs. Held annually in hundreds of communities across the country, this inspiring event calls on volunteers of all ages to become *Champions* in the fight against Alzheimer's. *Champions* include those living with the disease, families, caregivers, corporate and community leaders, who actively support Memory Walk in our community. Participants in Memory Walks across the United States have raised more than \$300 million.

The Cedar Rapids Regional Memory Walk will begin at 9:00am, with check-in and registration to begin at 8:00am. Participants can enjoy free food and beverages, live music, prize drawings, team photos, face-painting for the kids, and special appearances by Shucks from the Cedar Rapids Kernels and Ricochet from the Cedar Rapids Rough Riders. The kick-off program will start at 8:45am with an inspiring personal testimony from a family caregiver, and then participants will be able to start their 1 or 3 mile walk through Noelridge Park where entertainment and free snacks will be provided along the route.

To start a team or make a donation, contact the Alzheimer's Association East Central Iowa Chapter at **www.alz.org/eci** or toll-free at **800-272-3900**.

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. For more information visit www.alz.org.

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