



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE:

Contact: **Jessica Kelly**
Outreach Specialist
319-277-4100
Jessica.kelly@alz.org

-- CALENDAR ANNOUNCEMENT --

Alzheimer's Association's Memory Walk® 2009

West Union, Iowa, September 26th- The Alzheimer's Association's annual Memory Walk® will take place on Saturday, September 26th at the West Union Recreation Center in West Union. Nearly 200 people from the Northeast Iowa region 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 Northeast Iowa Regional Memory Walk will begin at 8:00am with check-in and onsite registration. An inspiring opening ceremony and kick-off program will take place at 8:45am with a personal testimony from a local family caregiver. Participants are encouraged to bring their lawn chairs and enjoy free food and beverages, team photos, yard games, prize drawings and live performances by local Cheerleaders, the NFHS Dance Line and the popular quartet, Beyond Logic. This year's course features a scenic one mile route, allowing participants to walk whatever distance they feel comfortable completing.

To start a team or make a donation, contact the Alzheimer's Association East Central Iowa Chapter at **www.alz.org/eci** or call 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.

###