



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**Alzheimer's Association Memory Walk® Provides Fun Way for Cedar Valley Residents to Raise Critically Needed Funds for Alzheimer's Care, Support and Research**

**[Waterloo, IA, July 24th]** – The Alzheimer's Association East Central Iowa Chapter is inviting residents in the Greater Cedar Valley area to become *Champions* in the fight against Alzheimer's by participating in the annual Alzheimer's Association Memory Walk®. Hawkeye Community College will be site of the Memory Walk on Saturday, September 26th, with check-in at Tama Hall beginning at 8am and the kick-off ceremony at 8:45am. Participants are encouraged to register for Memory Walk by visiting [www.alz.org/memorywalk](http://www.alz.org/memorywalk) or by calling 800-272-3900.

Alzheimer's disease is a growing epidemic that is now the seventh leading cause of death in the United States. It is estimated that someone in America develops Alzheimer's disease every 70 seconds. By mid-century someone will develop Alzheimer's disease every 33 seconds.

“There has never been a greater need for Iowans to join in the fight against Alzheimer's disease by participating in Memory Walk,” said Ashley Shaw, Outreach Coordinator for the Alzheimer's Association East Central Iowa Chapter. “As many as 5.3 million Americans are living with Alzheimer's disease and funds raised will provide support services to the 67,000 residents of Iowa living with Alzheimer's, while also contributing to critically needed research.”

The Alzheimer's Association Memory Walk is an empowering event that gives participants an opportunity to be *Champions* and take action in the fight against Alzheimer's. In addition to the

1 or 3 mile walk, participants will enjoy live music, prize drawings, yard games, children's activities, team photos and other surprises throughout the morning.

The Alzheimer's Association Memory Walk is nationally presented by Genworth Financial.

**About the Alzheimer's Association Memory Walk®:**

The Alzheimer's Association Memory Walk® 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 volunteers of all ages to become *Champions* in the fight against Alzheimer's.

**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; to advocate for policy change; and to reduce the risk of dementia through the promotion of brain health.

For more information, visit [www.alz.org](http://www.alz.org).

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