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**COMPETITORS SUCCESSFULLY “QUASH” IN CAMPUS-WIDE  
SCAVENGER HUNT TO FIGHT ALZHEIMER’S DISEASE**

*Event Raises \$13,000 for the Alzheimer’s Association*

**(Cedar Falls, Iowa)** More than 150 UNI students and Cedar Valley residents made their way across the University of Northern Iowa campus collecting clues and completing challenges during 2011 Campus QUASH at UNI. QUASH is the **Q**uest to **U**n unravel **A**lzheimer’s **S**cavenger **H**unt, a high-energy fundraising and awareness event benefiting the Alzheimer’s Association. Teams competed against each other and the clock during a trek through the city to raise awareness and funds to fight Alzheimer’s, a disease that now affects as many as 5.4 million people in the U.S.

“QUASH is a great event that engages participants to use brain power, creativity and team building skills while supporting the Alzheimer’s Association,” said Jessica Kelly, Outreach Coordinator for the Alzheimer’s Association. “It’s a great way for a younger generation both at UNI and throughout the Cedar Valley to have fun for a good cause.”

Once the clock was set, 52 teams set out across the University of Northern Iowa campus and the College Hill district to track down clues and compete in physical and mental challenges. All of these teams had one goal in mind; to become the UNI “QUASHmasters”. Awards were given to the highest scoring team, along with the best dressed team and top 3 fundraisers. The Amazing QUASHers scored the most points throughout the scavenger hunt and were awarded with the

highly-coveted title of QUASHmasters. Another notable prize was the 19” flat screen television awarded to the Top Fundraiser, Brad Curry for raising a total of \$1,170 for the Alzheimer’s Association.

Campus QUASH was launched at the University of Northern Iowa last spring. The Alzheimer’s Association East Central Iowa Chapter works closely with the student organization “UNI Advocates for Alzheimer’s” to plan and promote this campus-wide event. Event Sponsors include: Bronze Sponsor, Casey’s General Store; Radio Sponsor, Q92.3; and Print Sponsor, Karen’s Print Rite.

**The Facts:**

- As many as 5.4 million people are living with the disease in America. In Iowa alone, there are currently 69,000 living with Alzheimer’s.
- Alzheimer’s disease is the 6<sup>th</sup> leading cause of death in the United States and the 5<sup>th</sup> leading cause of death in Iowa.
- There are approximately 10 million people in the U.S. caring for someone with Alzheimer’s; 19 percent of those caregivers are between the ages of 18 and 34.
- Alzheimer’s is not just an old person’s disease—it can affect people in their 30s, 40s and 50s.
- Surveys show that Americans ages 18-34 are just as likely as seniors to be concerned about developing or having a family member develop Alzheimer’s.

**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](http://www.alz.org).

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