



May 4, 2011

Contact: **Paige Knebel**
Marketing and Events Coordinator
319-294-9699
paige.knebel@alz.org

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

Event Raises \$2,000 for the Alzheimer’s Association

(Iowa City, Iowa) On Saturday, April 30, 2011, 42 Iowa students made their way across the University of Iowa campus collecting clues and completing challenges during 2011 Campus QUASH. 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 an exciting way for students to have fun using brain power, creativity and team building skills while supporting the Alzheimer’s Association,” said Paige Knebel, Marketing and Events Coordinator for the Alzheimer’s Association. “It’s a great way for younger advocates at the University of Iowa to get involved in the fight against Alzheimer’s.”

After the kick-off ceremony at College Green Park, 12 teams set out across campus and downtown Iowa City to compete in this year’s physical and mental challenges. All of these teams had one goal in mind; to become the “QUASHmasters”. Awards were given to the highest scoring team, along with the best dressed team and top 3 fundraisers. I-Site Barracudas scored the most points throughout the scavenger hunt and were awarded with the highly-coveted title of

QUASHmasters. Another notable prize was awarded to the Top Fundraiser, Jamie Scholte for raising a total of \$130 for the Alzheimer's Association.

Campus QUASH was launched at the University of Iowa during the 2009 spring semester. The Alzheimer's Association East Central Iowa Chapter works closely with the student organization "Hawkeyes Fighting Alzheimer's" to plan and promote this campus-wide event. Event Sponsors include: Bronze Sponsors, Casey's General Store and Lantern Park Nursing and Rehab; Patron Sponsor, Millhiser Smith Foundation and Radio Sponsor, Z102.9.

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 6th leading cause of death in the United States and the 5th 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/eci.

###