



the compassion to care, the leadership to conquer

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**June 30, 2011**

**FOR IMMEDIATE RELEASE**

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**TEAM CAPTAINS LEAD THE WAY AT THE ALZHEIMER'S  
ASSOCIATION WALK TO END ALZHEIMER'S™ KICKOFF**

**Decorah, Iowa** – The Alzheimer's Association is hosting Walk to End Alzheimer's team captain kickoff party at Hotel Winneshiek located at 104 E. Water Rd. in Decorah on Wednesday, July 13 from 7:30 – 8:30 a.m. Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research programs. The kickoff will arm team captains with the essentials needed to lead a successful Walk to End Alzheimer's team including tips on team recruitment, fundraising and making the entire experience enjoyable.

Walk to End Alzheimer's is more than a walk. It is an inspiring experience that calls participants to unite in a movement to reclaim the future for millions. In addition to the 1-3 mile walk, participants will learn about Alzheimer's disease and how to get involved with this critical cause, from advocacy opportunities and the latest in Alzheimer's research and clinical trials to support programs and services. This year teams will participate in the Walk at the West Union Recreation Center on Saturday, October 1 at 9 a.m.

Alzheimer's disease is a growing epidemic and is now the nation's sixth-leading cause of death. As baby boomers age, the number of individuals living with Alzheimer's disease will rapidly escalate, increasing well beyond today's estimated 5.4 million Americans living with Alzheimer's today.

For more information on the Alzheimer's Association Walk to End Alzheimer's™ Kickoffs call 800.272.3900. Start or join a team today at [alz.org/walk](http://alz.org/walk).

**About the Alzheimer's Association Walk to End Alzheimer's:**

The Alzheimer's Association Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Since 1989, the Alzheimer's Association mobilized millions of Americans in the Alzheimer's Association Memory Walk®; now the Alzheimer's Association is continuing to lead the

way with the Walk to End Alzheimer's. Together, we can end Alzheimer's – the nation's sixth-leading cause of death.

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

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