



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

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

[Waterloo, IA] – The Alzheimer's Association invites Cedar Valley residents to become *Champions* in the fight against Alzheimer's by participating in the annual Alzheimer's Association Memory Walk®. Riverfront Stadium in Waterloo will be the site of the Memory Walk on September 18, 2010. Check-in begins at 9am with the opening ceremonies at 9:45am.

Alzheimer's disease is a growing epidemic that is now the seventh leading cause of death in the United States and the fifth leading cause of death in Iowa. 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 the Cedar Valley to join in the fight against Alzheimer's disease by participating in Memory Walk,” said Ashley Shaw, Public Relations and Outreach Coordinator for the Alzheimer's Association. “As many as 5.3 million Americans have Alzheimer's disease and funds raised will provide support services to the 69,000 residents of Iowa living with Alzheimer's, while also contributing to critically needed research. Last year we saw approximately 500 walkers from the Cedar Valley participate in Memory Walk and we are excited to have them as well as new walkers return to fight back against this ugly disease.”

The Alzheimer's Association Memory Walk is an empowering event that gives participants an opportunity to be *Champions* by taking action and raising funds to fight Alzheimer's. In addition

to the 1 to 3 mile walk, participants will enjoy performances by Jazzercise, door prizes, food and music from Fatcat.

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, advocacy 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; and to reduce the risk of dementia through the promotion of brain health.

For more information visit www.alz.org/eci.

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