



the compassion to care, the leadership to conquer

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FOR IMMEDIATE RELEASE

Contact: **Ashley Shaw**  
**Public Relations and Outreach Coordinator**  
**319-277-4100**  
**ashley.shaw@alz.org**

**ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S™  
IS ON TRACK TO RAISE \$95,000**  
*Largest Fundraiser Dedicated to Alzheimer's Disease Care, Support  
and Research Programs*

**[Waterloo, IA]** - More than 600 residents from the Cedar Valley joined the Alzheimer's Association's Walk to End Alzheimer's and united in a movement to reclaim the future for millions at Hawkeye Community College on Saturday, September 24. Participants raised \$88,000 to fund Alzheimer's care, support and research programs. Event coordinators are still collecting donations and look to raise \$95,000 in total from the event.

"I was inspired by all of the Cedar Valley residents who came out to unite in the fight against Alzheimer's disease at the Walk to End Alzheimer's," said Ashley Shaw, Public Relations and Outreach Coordinator for the Alzheimer's Association. "With funds raised, the Alzheimer's Association will be able to provide much needed care and support to people affected by the disease as well as fund critically needed Alzheimer's research."

Walk to End Alzheimer's participants did more than complete the two mile walk lead by the Cedar Valley Push-Up Brawlers. They learned more about Alzheimer's disease and the Association's critical role in the fight against it, including the latest about Alzheimer's research and current clinical trials, how they can become involved in advocacy efforts at home and in Washington, DC and the Association's support programs and services. The event included an emotional tribute to those who have experienced or are experiencing Alzheimer's with emcees

Tara Thomas of KWWL and Cory Ford of KCRR. Checker and the Blue Tones provided musical entertainment.

The 2011 Statewide Presenting Sponsor is Care Initiatives. The 2011 Hope Sponsor is Rockwell Collins. Gold Sponsors include Abode Construction, Bickford Assisted Living, Home Instead Senior Care, MeadowView Memory Care, Mercy Medical Center, NewAldaya Lifescapes, R&N Investments, Solon Retirement Village and University of Iowa Health Care. Media Sponsors include KGAN, Fox 28, Show You Care and 93.5 the Mix.

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. In Iowa alone, there are 69,000 people living with Alzheimer's. To make a donation to the 2011 Walk to End Alzheimer's, visit [alz.org/eci](http://alz.org/eci).

**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 world's 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.

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