



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**Contact:** Paige Knebel  
Marketing & Events Coordinator  
Alzheimer's Association  
319.294.9699  
Paige.knebel@alz.org

**Alzheimer's Association Memory Walk® Provides Fun and Inspiring Way for  
Coralville and Iowa City Residents to Raise Critically Needed Funds for  
Alzheimer's Care, Support and Research**

**[Coralville, IA]** – The Alzheimer's Association is inviting Coralville and Iowa City residents to become *Champions* in the fight against Alzheimer's by participating in the annual Alzheimer's Association Memory Walk®. Kate Wickham Elementary School will be the site of the Memory Walk on Saturday, September 18, 2010. Check-in begins at 9am and 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. 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 citizens of Coralville and Iowa City to join in the fight against Alzheimer's disease by participating in Memory Walk,” said Paige Knebel, the Marketing and Outreach Coordinator for the Alzheimer's Association. “As many as 5.3 million Americans are living with 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.”

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 route, participants will enjoy the University of Iowa break dancers and magician, David Casas.

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

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