



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
Northeast Iowa Residents to Raise Critically Needed Funds for
Alzheimer's Care, Support and Research**

[West Union, IA] – The Alzheimer's Association is inviting Northeast Iowa residents to become *Champions* in the fight against Alzheimer's by participating in the annual Alzheimer's Association Memory Walk®. West Union Recreation Center 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. 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.

“We have really seen an increase in support and participation in Memory Walk over the last year and local committee members have been working hard to make this the best Memory Walk yet,” said Jessica Kelly, Outreach Coordinator for the Alzheimer's Association. “Alzheimer's disease is a growing concern across the nation, as many as 5.3 million people are diagnosed with Alzheimer's disease in the United States and 69,000 people are diagnosed in Iowa. The best thing we can do as Iowans is to educate ourselves about the implications, support those who are struggling, and help move the cause forward by raising awareness and funds in our hometowns. Memory Walk is our chance to do all these things, and it really makes a difference.”

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 performances by the North Fayette Dance Line

and Expressions Dance Studio along with door prizes. Walkers are asked to bring lawn chairs for the opening ceremonies.

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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