



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S™  
ENGAGES AND INSPIRES NORTHEAST IOWA**  
*Participants Raise Critically Needed Funds for Alzheimer's Care, Support and Research*

**[West Union, IA September 9, 2011]** – The Alzheimer's Association is inviting Northeast Iowa residents to unite in a movement to reclaim the future for millions by participating in the Alzheimer's Association Walk to End Alzheimer's. The West Union Recreation Center will be the site of the event on Saturday, October 1 with check-in beginning at 9:00 a.m.

Walk to End Alzheimer's is more than a walk. It is an experience for 200 participants in Northeast Iowa who will learn about Alzheimer's disease and how to get involved with this critical cause, from advocacy opportunities, the latest in Alzheimer's research and clinical trial enrollment to support programs and services. Each walker will also join in a meaningful ceremony to honor those affected by Alzheimer's disease.

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. In addition to the 1-3 mile walk, participants will enjoy live music from Done Doin' Laundry, refreshments and a special tribute to those who have experienced or are experiencing Alzheimer's. Start or join a team today at [alz.org/walk](http://alz.org/walk).

“There has never been a greater need for Northeast Iowans to join in the fight against Alzheimer's disease by participating in Walk to End Alzheimer's,” said Jessica Simon, Outreach Coordinator for the Alzheimer's Association. “Funds raised will provide care and support services to the 69,000 residents of Iowa living with Alzheimer's, while also contributing to advancing critically-needed research.”

**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's 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 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 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.

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