

## Ways to show your support

Want to help raise money for the Alzheimer's Association without having to leave your home? You can help raise \$10,000 for the cause by adding our purple ribbon to your website or blog. The website caring.com will contribute \$10 to the Alzheimer's Association for each site displaying the ribbon.

For more information on how to help go to [www.caring.com](http://www.caring.com)

Also, in recognition of World Alzheimer's Day, which was September 21, American Express is supporting donations made to the Alzheimer's Association through their GivingExpress program. The GivingExpress program is an easy way for American Express Cardmembers to donate to the Alzheimer's Association using their American Express card or their Membership Rewards points.

American Express Cardmembers who are enrolled in the Membership Rewards program can redeem their points in order to make a donation to the Alzheimer's Association. For every 1,000 points donated, the Alzheimer's Association will receive \$10. Eligible Enrolled Cardmembers can also donate using their American Express Card and can earn one Membership Rewards point for every dollar they give.

A donation at any point level helps make a difference in the fight against Alzheimer's disease. Visit [www.alz.org/gopurple](http://www.alz.org/gopurple) to find out more about this special American Express promotion and to make a donation in honor of World Alzheimer's Day.

### Alzheimer's Association East Central Iowa Chapter

1570 42<sup>nd</sup> Street NE  
Cedar Rapids, Iowa 52402

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## alzheimer's association

### Alzheimer's Association East Central Iowa Chapter Chapter Office

1570 42<sup>nd</sup> Street NE  
Cedar Rapids, Iowa 52402  
Business Line: 319.294.9699  
Hours: M-F 8 a.m. – 4:30 p.m.

### Regional Office

2101 Kimball Ave., Ste. 122,  
Waterloo, Iowa 50702  
Business Line: 319.272.2300

*"We are fighting  
on your behalf 24/7  
to give everyone  
a reason to hope."*

**Chapter Web site**  
[www.alz.org/eci](http://www.alz.org/eci)

### 24/7 HELPLINE

Answered 24 hours a day/7  
days a week  
800.272.3900

## What's Inside

If you're done with this issue, please take it to a friend or doctor's office, rather than throwing it away. You may provide the help someone is looking for! If you no longer wish to receive our newsletter, please call 1-800-272-3900 to be removed from our mailing list.

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## Caregiver fatigue is as real as Alzheimer's



alzheimer's association

[www.alz.org](http://www.alz.org)  
1.800.272.3900

**Help and hope. 24 hours a day. 7 days a week. In your community.**

The Alzheimer's Association is the first and largest organization in Alzheimer support offering care consultation, information and referral, and education and support programs in communities nationwide.  
November is National Alzheimer's Disease Awareness Month.

080808

# alzheimer's association news

## East Central Iowa Chapter

Fall 2008/Newsletter No. 101

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## Town Hall forum to give people with Alzheimer's opportunity to speak out

To kick off National Alzheimer's Disease and Awareness Month in November the East Central Iowa Chapter will hold a Town Hall forum on Saturday, November 1st from 9:00 a.m. – 11:00 a.m. at Marion City Hall, south entrance. The Town Hall will give people living with the disease the opportunity to discuss issues they face and share helpful resources, programs and services.

More than 5 million people in the United States are currently living with Alzheimer's; about half of which are in the early stages of the disease. Individuals in the early stage still retain many abilities and can contribute in their own care and future. The goal of the discussion is to give those with Alzheimer's disease a unique opportunity to share perspectives and connect with others living with the disease. Ulti-

mately, this group will influence future resources, public policy and general awareness about the realities of this disease.

If you have early-stage Alzheimer's or a memory disorder, join the Alzheimer's Association on November 1st for the unique opportunity to gather with others who have dementia to talk about living with the disease. You won't want to miss out on the opportunity to be a part of the first ever dialogue about Alzheimer's disease by people with Alzheimer's disease.

For more information and to register for this free, one day only event, contact Kim Beals at 800-272-3900 or 319.294.9699 or by email at [kim.beals@alz.org](mailto:kim.beals@alz.org).



Team Good

## Walkers on move to end Alzheimer's

On Saturday, September 20th, nearly 1,500 East Central Iowa residents were on the MOVE to end Alzheimer's disease by participating in the Alzheimer's Association East Central Iowa Chapter's Memory Walk. Walks took place throughout East Central Iowa in Cedar Rapids, Coralville, Waterloo and West Union. This year's event raised more than \$235,000, which will fund Alzheimer's research, education, care and support.

"I extend my deepest appreciation to all the participants and of course to thousands of donors who made pledges to our participants," said Kelly Hauer, Executive Director, Alzheimer's Association East Central Iowa

Chapter. "We gain momentum day by day to increase concern and awareness of Alzheimer's disease. Events like Memory Walk help to bring communities together to work toward a common goal and of course our goal is a world without Alzheimer's".

This year's walk featured a variety of activities and entertainment at each location. Greg Runyon of Z102.9 kicked off the morning event in Cedar Rapids, while the Harmony Hawks performed to enhance the event experience. In Coralville, music was performed along the walk route and kids' activities were provided in Waterloo and West Union.

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## Excellence in Caregiving award winners announced

The Alzheimer's Association East Central Iowa Chapter awarded their sixth annual Excellence in Caregiving Awards on August 14th. The awards were given out at a luncheon during the Alzheimer's Association's 14th annual Alzheimer's Disease and Dementia Education Conference.

The Excellence in Caregiving Awards honor outstanding achievement in caregiving and recognize family caregivers, organizations and professionals who serve individuals with Alzheimer's disease and related dementias. The awards and their recipients were the following:

The Professional Award recognizes an individual who has brought a sincere dedication to his or her profession that serves as a model to others who are within the field. This year's recipient was Toni Lang, Activities Director at Lakeview Lodge-Waterloo. Toni always makes residents feel "included", where they have a sense of being needed and important, which

(Continued on page 4)

## Caregiver Tips for Holidays

For most families, holidays are filled with opportunities for togetherness, sharing, laughter, and memories. But holidays can also be filled with stress, disappointment, and sadness. In the columns throughout the issue you will find some suggestions that may help to make holidays happy, memorable occasions. For additional suggestions, please contact our offices.

## Our Mission

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.