



the compassion to care, the leadership to conquer

For Immediate Release

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Local “celebrities” scoop for a cause at Cold Stone Creamery in Waterloo

Event to raise money for Alzheimer's Association East Central Iowa Chapter

(Waterloo, Iowa, January 19, 2010) – Local celebrities from the Cedar Valley will scoop for a cause on Tuesday, January 26th from 6pm-9pm at the Cold Stone Creamery, located at 2060 Crossroads Blvd in Waterloo. Members of the Waterloo Black Hawks will join Melody Judge of 96.1 and other volunteers at Cold Stone to help raise concern and awareness for Alzheimer's disease. Cold Stone will be donating a portion of its proceeds from this event to the Alzheimer's Association East Central Iowa Chapter.

“We are really excited about Cold Stone Creamery in Waterloo jumping in as apart of our VOICE the VISION *Rally* efforts this year” said Ashley Shaw, Outreach Coordinator for the Alzheimer's Association East Central Iowa Chapter. “Since Alzheimer's disease is now the 5th leading cause of death in Iowa, we need funds more than ever and the simple act of getting a tasty treat made by our celebrity scoopers is a fun way to help us reach our goal of \$45,000.”

For more information about this event, please contact the Alzheimer's Association at 319-277-4100 or email Ashley.shaw@alz.org.

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. Our vision is a world without Alzheimer's. For more information, visit www.alz.org/eci.

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