



We're on the **MOVE** to end Alzheimer's

memory walk®

MOVEment

A Memory Walk Communication
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What is MOVEment?

MOVEment is an e-communication that all Memory Walk team captains and participants will receive each month. It's full of helpful fundraising tips, personal stories, upcoming event information and various contests for you and your teammates. You'll find everything you need for a fun and successful Memory Walk season in a quick and easy format. Look for future

issues of MOVEment at the beginning of each month!

Memory Walk Season is Here

It's that time of year again! We're gearing up for the 2010 Alzheimer's Association Memory Walk® and we're coming back to a city near you. There's no better time than NOW to register for this year's Memory Walk and help us MOVE to end Alzheimer's.

If you haven't already done so, please mark your calendar for **Saturday, September 18, 2010** and plan to join us for Memory Walk in Cedar Rapids, Coralville, Waterloo or West Union. Go online and visit our website at www.alz.org/memorywalk to register your team and make a difference in the lives of those affected by Alzheimer's.

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save the DATE

Memory Walk will be held
on Saturday,
September 18, 2010
in
Cedar Rapids
Coralville
Waterloo
West Union

CONTEST of the month

Get MOVING!

Register before Memorial Day and you'll be entered in a drawing to win an Alzheimer's Association reusable coffee thermos!

why do you WALK?

We'd love to hear your Memory Walk story and feature it in future MOVEment editions. Tell us why YOU walk by emailing Jessi at



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Help us reach our 2010 Goals

Last year we were excited to have 1,809 walkers participate in Memory Walk throughout the East Central Iowa Chapter territory. Together, the 196 teams raised a total of over \$232,000 for Alzheimer's care, support and research efforts...but in 2010, we're reaching even higher!

This year, we need your help to register 217 team captains, recruit 2,000+ walkers and reach our 2010 Goal of \$260,000 in funds raised. We know we can reach these goals but not without your passion and dedication. Start fundraising today and help us take another step toward our vision of a world without Alzheimer's disease!

Let the Recruitment Begin

Once you're registered for Memory Walk you can switch gears and recruit additional team members! Need help reaching out to potential teammates? Try sending one of our pre-written emails through your Memory Walk HQ to everyone in your address book, mention Memory Walk to your family, friends or co-workers the next time you chat or make an announcement at your place of worship. Finding team members is easy; all you have to do is ASK!

Alzheimer's Association
East Central Iowa Chapter
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Lindsey Driscoll
Coralville Walk
Lindsey.driscoll@alz.org
Chapter Office

Jessica Kelly
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Jessica.kelly@alz.org
Regional Office

upcoming EVENTS

Top Chef Reunion

This unique fundraising event is being hosted by the "Memory Milers" team on Thursday, May 13 at Friendship Village in Waterloo. For more information contact Kathy at 319-291-8100.

2010

Round to Remember Golf Classic

Join the Alzheimer's Association on Monday, May 24th at the prominent Cedar Rapids Country Club. For more information call our business line at 319-293-9699.

24/7

HELPLINE

Call us anytime, day or night, and reach a trained Alzheimer's professional.

1.800.272.3900