



the compassion to care, the leadership to conquer

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Alzheimer's Association's VOICE the VISION Rally helps to create a world without Alzheimer's
Organizers continue to ask for pledges to meet event goal

(Cedar Rapids, Iowa, January 27) – Local community leaders participated in the Alzheimer's Association East Central Iowa Chapter's VOICE the VISION Rally, held at KGAN- CBS2 studios in Cedar Rapids and at Crossroads Center in Waterloo on Tuesday, January 26th. Organizers continue to make calls and ask for pledges to meet the \$45,000 event goal. The Alzheimer's Association invites Eastern Iowans to pledge their support by making a tax deductible contribution through the VOICE the VISION pledge center at **1-877-ALZ-CURE** or on line at **www.alz.org/eci**. Money raised from the event will fund Alzheimer research, education, support and advocacy.

"We are so pleased and grateful to KGAN- CBS 2 for their continued coverage of the event throughout the day," said Kelly Hauer, Executive Director of the Alzheimer's Association East Central Iowa Chapter. "The venue lends itself well and allows us to really educate viewers about the disease and why we need to be concerned. Alzheimer's is the 5th leading cause of death in Iowa and to date there is no cure or prevention. Early detection of the disease is our only defense or way to be proactive."

Sponsors of the 2010 Alzheimer's Association VOICE the VISION Rally include: Presenting sponsors KGAN-CBS2/Fox28 and Crossroads Center. Media sponsors include WMT-600, 104.5 KDAT, and Mix 96.1. Other sponsors include Verizon Wireless, Dr.

Larry McCray, Hallmark Care Center, Area Ambulance Service, Skogman Realty, Tektivity, and ImOn Communications.

About the Alzheimer's Association:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care and support. 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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