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**COMPETITORS SUCCESSFULLY “QUASH” IN CITY-WIDE
SCAVENGER HUNT TO FIGHT ALZHEIMER’S DISEASE**

Event raises over \$7000 for the Alzheimer’s Association

[Iowa City, IA, May 6th] – Nearly 50 participants made their way across the University of Iowa and downtown Iowa City, collecting clues and completing challenges during the first annual Campus QUASH – UI, (Quest to Unravel Alzheimer’s, a city-wide Scavenger Hunt) to benefit the Alzheimer's Association. Teams competed against each other and the clock during a trek through the city to raise awareness and funds to fight Alzheimer’s, a disease that now affects as many as 5.3 million people in the U.S.

“QUASH is a unique new event that engages participants to use brain power, creativity and team building skills while supporting the Alzheimer’s Association,” said Lindsey Driscoll, Public Relations & Events Coordinator for the Alzheimer’s Association East Central Iowa Chapter. “It’s a great way for both the younger generation at the University of Iowa and in the Iowa City corridor to have fun while raising funds to help bring us one step closer to a world without Alzheimer’s.”

The event began with an opening ceremony presented by Q-Crew members who shared with the crowd “why they QUASH”. Once the clock was set, 16 teams set out across campus to hunt down clues and compete in physical and mental challenges. All of these teams had one goal in mind- to beat the clock and be crowned the “QUASHmasters” of UI. Awards were given to the

highest scoring team, along with the best dressed team and top individual fundraiser. The day's event came to an end with an enthusiastic closing ceremony and presentation of awards.

The Van Buren Boys scored the most points throughout the scavenger hunt and were awarded with the highly-coveted title of QUASHmasters. Chelsea Moore, another notable winner, was awarded as the Top Individual Fundraiser for raising a total of \$750 for the Alzheimer's Association. The ladies of Finders Keepers were awarded with the title of Best Dressed Team.

The event's success was attributed to the University of Iowa QUASH Crew (known as the Q-Crew). The Q-Crew put a tremendous amount of effort into coordinating the first ever Campus QUASH – UI, raising concern for Alzheimer's disease and awareness for the Alzheimer's Association. Event sponsors included Z102.9, R & P Financial Services, and Eye Care Center of Lake County.

The Facts:

- As many as 5.3 million people are living with the disease in America. In Iowa alone, there are currently 69,000 living with Alzheimer's and that number is expected to grow to as many as 71,000 by 2020.
- There are approximately 10 million people in the U.S. caring for someone with Alzheimer's; 19 percent of those caregivers are between the ages of 18 and 34.
- Alzheimer's is not just an old person's disease—it can affect people in their 30s, 40s and 50s.
- Alzheimer's disease is currently the 7th leading cause of death in the United States, and the 5th leading cause of death in the state of Iowa.

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.

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