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

Event Raises \$10,000 for the Alzheimer’s Association

Cedar Falls, Iowa, April 24th - More than 120 UNI students and Cedar Valley residents made their way across the University of Northern Iowa campus collecting clues and completing challenges during the first annual Campus QUASH at UNI, (**Q**uest to **U**n unravel **A**lzheimer’s, a city-wide **S**cavenger **H**unt) 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 an energetic new event that encourages participants to use brain power, creativity and team building skills while supporting the Alzheimer’s Association,” said Jessica Kelly, Outreach Coordinator for the Alzheimer’s Association. “It’s a great way for a younger generation both at UNI and throughout the Cedar Valley to have fun and raise funds to bring us one step closer to a world without Alzheimer’s.”

The event began with an inspirational opening ceremony by Vice President and Provost Dr. Gloria Gibson, who shared personal stories about her own mother who is fighting the disease. Once the clock was set, 36 teams set out across campus and “the hill” to track down clues and compete in physical and mental challenges. All of these teams had one goal in mind; to become the first ever UNI “QUASHmaster”. Awards were given to the highest scoring team, along with

the best dressed team and top 3 fundraisers. The day's event came to a close with an enthusiastic awards ceremony emceed by Q 92.3 DJ Justin Biggs.

The QUASHing Elves scored the most points throughout the scavenger hunt and were awarded with the highly-coveted title of QUASHmasters. Another notable prize was the 19" flat screen television awarded to the Top Fundraiser, Lenna Curry for raising a total of \$1,275 for the Alzheimer's Association in honor of her dad, Leonard Curry, who is currently fighting the devastating disease.

The event's success was attributed to the University of Northern Iowa QUASH Executive Board (known as the Q-Crew). The Q-Crew put a tremendous amount of effort into coordinating the first Campus QUASH at UNI. Event sponsors included Q92.3, Karen's Print Rite, and Casey's General Store.

The Facts:

- As many as 5.3 million people are living with the disease in America. In Iowa alone, there are currently 69,000 people 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 the 7th leading cause of death in the U.S. and the 5th leading cause of death in 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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