



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**Alzheimer's Association East Central Iowa Chapter hosts VOICE the VISION Rally phone-a-thon in Waterloo**

(**Waterloo, January 12, 2010**) – Alzheimer's disease is the 7<sup>th</sup> leading cause of death in the United States. Someone suffering from Alzheimer's will lose the ability to form thoughts, remember simple words, and ultimately communicate. We invite you to lend your VOICE for them. Join us for the Alzheimer's Association VOICE the VISION *Rally* on Tuesday, January 26<sup>th</sup> in Cedar Rapids and Waterloo. The high energy event will take place at Crossroads Center in Waterloo. VOICE the VISION *Rally* will raise funds and awareness for Alzheimer's disease to ultimately fulfill the vision of the Alzheimer's Association – a world with Alzheimer's.

VOICE the VISION *Rally* is a seven hour call-a-thon from 9 a.m. – 4 p.m. Each participant will have a one-hour time slot on the phone banks. Individuals are asked to contact their family, friends, peers and colleagues for donations to support the 16,000 Eastern Iowans diagnosed with Alzheimer's disease. Proceeds raised from the event will be used to advance the full mission of the Alzheimer's Association through vital research, education, support and advocacy.

To participate in the Alzheimer's Association VOICE the VISION *Rally*, make a contribution toward the event, or if you would like more information, please contact the Alzheimer's Association at 319-277-4100 or visit the event's website at **[voicethevision.kintera.org/cedarvalley](http://voicethevision.kintera.org/cedarvalley)**.

We would like to thank all of our sponsors to date for the Alzheimer's Association VOICE the VISION *Rally*. These include our 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 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](http://www.alz.org/eci).

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