



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE

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**ALZHEIMER'S ASSOCIATION EAST CENTRAL IOWA CHAPTER
ASKS PARTICIPANTS TO CALL FOR A CAUSE**

(Cedar Rapids, December 22, 2009) – Alzheimer's disease is the 7th 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 26th in Cedar Rapids and Waterloo. This high energy event will take place at the KGAN-CBS2 studios in Cedar Rapids. 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 without Alzheimer's.

VOICE the VISION *Rally* is an eleven-hour call-a-thon from 8 a.m. to 7 p.m. Participants are asked to contact their family, friends, peers and colleagues for donations to support the 16,000 Eastern Iowans suffering from Alzheimer's disease. Each participant will have a one-hour time slot on the phone banks. They will also have the option to create their own campaign webpage, recruit team members and raise funds online through the event website at voicethevision.kintera.org/cr. Individuals can also make contributions at the event site, or **dial 1-877-ALZ-CURE**. 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's VOICE the VISION *Rally*, make a contribution toward the event, or request more information, please contact the Alzheimer's Association at 319-294-9699.

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 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.

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