

fact sheet

Alzheimer's Association Memory Walk[®]

An Overview

Alzheimer's Association Memory Walk[™] is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Held annually in hundreds of communities across the country, this inspiring event calls on volunteers of all ages to become champions in the fight against Alzheimer's. *Champions* include people living with the disease, friends, families, caregivers, and business and community leaders.

What Does Memory Walk Support?

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care support and research. Memory Walk supports our mission 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.

When Does Memory Walk Occur?

Most Memory Walks occur in the months of **September and October** annually, but Memory Walks are held year-round depending on the market.

Memory Walk History

Memory Walk began in 1989 with nine Alzheimer's Association chapters raising \$149,000 from 1,249 participants. In 1993, Memory Walk went nationwide and raised \$4.5 million at 167 sites. In 2007 Memory Walk raised more than \$35 million and was held at more than 570 locations across the country.

2008 Event Goals

Memory Walks:	570+
Participants:	200,000+
Volunteers:	25,000+
Dollars :	\$45 million

2007 National Support

National Presenting Sponsor:	Genworth Financial
Platinum National Teams:	Home Instead, Kindred Healthcare, Inc., Creative Memories
Gold National Teams:	BAE Systems
Member National Teams:	Parrot Heads in Paradise, Sigma Kappa Sorority