



the compassion to care, the leadership to conquer

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Alzheimer's Association East Central Iowa Chapter Memory Walk® Raises Awareness and Funds

Walk Raises \$240,000 to Fight Alzheimer's Disease

[Cedar Rapids, Iowa, September 30] -Nearly 1900 Eastern Iowans were on the MOVE to end Alzheimer's disease on Saturday, September 26th at the Alzheimer's Association's Memory Walk® in Cedar Rapids, Coralville, Waterloo and West Union. The Greater Cedar Rapids Regional Memory Walk took place at Harding Middle School/Noelridge Park where nearly 1000 walkers raised \$112,000 to fund Alzheimer's care, support, advocacy and research. The 2009 Memory Walk is on track to raise this year's goal of \$260,000.

"It is very encouraging that almost 1000 Cedar Rapids residents became *Champions* in the fight against Alzheimer's disease at this year's Memory Walk," said Kelly Hauer, Executive Director for the Alzheimer's Association East Central Iowa Chapter. "With funds raised at this year's Walk, the Alzheimer's Association will provide much needed care and support to people touched by the disease as well as research to fight Alzheimer's disease."

The rain held off in Cedar Rapids as nearly 1000 participants attended the 2009 Memory Walk at Harding Middle School. Walkers enjoyed team photos, face painting, and live entertainment provided by the Washington High School Poms. Susan Reeves, a local family caregiver for her mother who is currently battling Alzheimer's, shared a touching testimony before the walk began. Walkers took route through Noelridge Park as they entered a path lined with tribute flags. Once they returned, participants enjoyed refreshments and beverages provided by local donors.

The Alzheimer's Association's Memory Walk® is nationally presented by Genworth Financial and Statewide Presenting Sponsor is Care Initiatives. Media sponsors include: Z102.9, Mix 96.1, 600 WMT, KXIC 800, KNEI 103.5, and 104.7 KVIK. Other local sponsors include: KGAN Channel 2, Fox 28 KFXA, The Gazette, The Gazette Online, Bickford Senior Living, Hospice Compassus, The Oaks at Cottage Grove Place, Abode Construction, Bradley & Riley PC, Iowa Hospice, The View Senior Living, Friendship Village/Landmark Commons, Western Home Communities, Newel Post Senior Day Services, Hiawatha Care Center/Promise House, Home Choice Senior Care, Cardinal Construction, Bridges Senior Lifestyle Living, and Summit Pointe Senior Living. National Team Sponsors include HomeInstead Senior Care and Isle of Iowa Parrot Head Club.

There are as many as 5.3 million people currently living with the disease in America. In Iowa alone, there are 67,000. It is estimated that someone in America develops Alzheimer's disease every 70 seconds, by mid-century someone will develop Alzheimer's disease every 33 seconds.

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About the Alzheimer's Association Memory Walk®:

Alzheimer's Association Memory Walk® is the nation's largest event to raise awareness and funds for Alzheimer care, support and research programs. Held annually in hundreds of communities across the country, this inspiring event calls volunteers of all ages to become champions in the fight against Alzheimer's.

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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