

***Call to Remember* Radiothon: Raising Awareness & Reaching Out to More Georgians**

The Alzheimer's Association, Georgia Chapter held the *Call to Remember* radiothon in several Georgia cities during the first week of February. The goal of *Call to Remember* was to establish partnerships with some of the state's top-rated radio stations and use that relationship to expand *Call to Remember* as a multi-year event to raise funds and awareness.

The first year event was successful in raising public awareness, and the Dalton event was the highest regional fundraiser. Georgia Chapter Development Directors across the state worked very hard to launch *Call to Remember*; they recruited volunteers to man phone banks and record audio messages to be played on-air; they also worked very hard to partner with the best radio stations in their regions.

In each region, Board members, volunteers and families touched by Alzheimer's shared their personal stories on air, and some celebrities also contributed recorded messages telling their stories. Listeners even called the radio stations to say they were touched by what they heard.

The Alzheimer's Association, Georgia Chapter would like to thank our *Call to Remember* radio partners throughout the state:

Clear Channel Radio in Albany (B100 FM, 98.1 KISS FM, Magic 97.3, 96.3 WJIZ, WJYZ The Light)

Clear Channel Radio in Columbus (The Rooster & Sunny 100)

North Georgia Radio Group in Dalton (Mix 104.5 FM, WBLJ News Talk 1230, Que Buena 101.9)

Georgia Eagle Broadcasting in Statesboro (102.9 FM)