

Alzheimer's Association Launches National Awareness Campaign Putting a New Face on Alzheimer's

Visit actionalz.org Today!

The Alzheimer's Association has launched a new national awareness campaign to educate Americans about Alzheimer's and ask them to join the fight against Alzheimer's!

Our goal is to enlist more than five million Champions - at least one for each person in the U. S. who is living with Alzheimer's today.

"Through this campaign, we are decisively asking all Americans to get involved with the Association and represent people affected by Alzheimer's," said Erna Colborn, President and CEO of the Greater Illinois Chapter.

"We ask you to be the **VOICE** for those living with the disease, to help us **OPEN** everyone else's minds to the scope and impact of Alzheimer's and to join us to **MOVE** the cause forward to stop the progression of the disease."

Visit the "Champions" Web site—actionalz.org—to see the campaign components, including full-color, full-page ads that have been running in national magazines since April.

The incredible images in these ads represent the struggle people with the disease and their loved ones experience as the disease progresses. They draw you into the text that expands on each of the words - VOICE, OPEN and MOVE.

Continued on page 7



Chapter board member Marilyn Martinez prepares for an interview with Ellee Pai Hong, co-anchor of NBC5 News Today at the start of Alzheimer's Action Day June 15 in Chicago. Also pictured are staffer Mollie Shapiro and volunteer Emily Libman.



Chapter board member Daneen Jachino talks with two of thousands of Chicagoans who passed our "Champions" display at the Art Institute in Chicago. More than 120 people signed-up as Alzheimer's Champions during the day. Most of our new Champions shared their personal connections with the disease.

U. S. Prevalence Rates for Alzheimer's Disease Surpass 5 Million

Someone develops Alzheimer's every 72 seconds and there now are more than 5 million people in the U. S. living with Alzheimer's disease, according to new data from the Alzheimer's Association.

The prevalence data includes 4.9 million people over age of 65 and between 200,000 and 500,000 people under age 65 with early-onset Alzheimer's disease and other dementias; this is 10 percent increase from the previous nationwide estimate of 4.5 million.

With increasing age as the greatest risk factor for Alzheimer's, and 78 million baby boomers beginning to turn 60 last year, the Association reports someone in U. S. develops Alzheimer's every 72 seconds; by 2050 it will be every 33 seconds.

"These data about Alzheimer's and its effects strengthen our resolve for a world without Alzheimer's in our lifetime," said Erna Colborn, President and CEO of the Chapter.

Continued on page 6

Alzheimer's Association Vision & Mission

Our **vision** is a world without Alzheimer's disease.

Our **mission** is to eliminate Alzheimer's disease and other dementias through advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementias through the promotion of brain health.

Alzheimer's Association Greater Illinois Chapter Board of Directors

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Greater Illinois Chapter Programs and Services

When Alzheimer's disease or another dementia touches your life, contact us for reliable information, support, programs, and access to community resources.

24/7 Helpline
Care Consultation
Community Education
Professional Training Institute
Alzheimer's Advocacy
Safe Return®
Support Groups
Chapter Newsletters & Web site



www.alz.org/illinois

Greater Illinois Chapter Board of Directors Welcomes Two New Members

Daneen Jachino and Marilyn Martinez were elected to the Greater Illinois Chapter Board of Directors in June. Chapter board members volunteer their time and energy to work with staff and other volunteers toward achieving the Chapter's strategic goals and mission.

Daneen Jachino of Chicago is the Mergers/Acquisitions Clearance Director for Kirkland & Ellis, LLP in Chicago where she has worked for the past 21 years. She holds a bachelor's degree from DePaul University and an MBA from Stuart School of business at the Illinois Institute of Technology, both in Chicago. Daneen is co-chairing the Chicago Memory Walk Committee for the second year and has been a support group facilitator for five years and an Alzheimer's advocate for many years.

Marilyn Martinez of Chicago is a Corporate Tax Accountant for a large commercial real estate brokerage firm in Chicago. She holds a bachelor's degree in accounting from the University of Maryland and is completing graduate studies at DePaul University in Chicago. She has been involved with the Alzheimer's Association since 1997, beginning with volunteering for the National Capital Area Chapter when she lived in Washington, D. C. Since moving to Chicago last year, Marilyn attended the annual Public Policy Forum and is planning to attend Memory Walks in Illinois and Maryland.



Join Us - 9 Memory Walks in September/October All Memory Walk Dates Listed on the Back Page

The first of the Greater Illinois Chapter's nine Memory Walks is only a few months away and momentum is building for the Chapter's annual fundraiser commemorating millions of lives touched and forever changed by Alzheimer's.

"Participating in Memory Walk is a wonderful way to honor or remember someone with Alzheimer's," said Lisa Lee, Vice President of Development. "It also is a destination, for thousands of people to celebrate our efforts to raise awareness and funds for programs and services for people in our Chapter area. We already have 90 teams registered and many new sponsors supporting our efforts. We also have our first Memory Walk in Naperville this year."

Lisa encourages everyone interested in participating in our Memory Walks to register their teams as soon as possible, set team goals, launch team Web pages and spread the word.

"Team captains and team members from all over the Chapter area tell us great stories of how they invite their families, friends, co-workers and fellow club members to support Memory Walk and help spread the word about our work to help hundreds of thousands of people in our Chapter area who are living with Alzheimer's," she said. "It's a great feeling to have so many supporters moving with us in the same direction - to do everything we can to put an end to this disease in our lifetime."

Register online at www.alz.org/illinois or call the Chapter office nearest you.

Greater Illinois Chapter Staff News

We recently welcomed new staff:

Salvador Bayron, Web Publishing Manager
Maryellen Friedman, Human Resources Manager

Marcus Gentzler, Administrative Assistant, Program Services

Nancy Kennedy, Special Events Manager, Bloomington, Champaign and Springfield

Trish Kisler, Administrative Assistant, Finance Department

Jill Schoenborn, Coordinator, Outreach & Development, Carterville

Megan Sproul, Event Specialist, Rockford

We also announced:

Melanie Adams has been promoted to Senior Program Manager in Joliet

Jan Devlin has been promoted to Vice President of Finance and Operations

Kate McEnaney, Senior Manager of Special Events, is now based in Rockford

Contact Us Any Time, In Many Ways

We're as close as your phone or computer for information, support, community resources

24-Hour Helpline - 800.272.3900
(TDD: 866.403.3073)

Translation in 140 languages

Web site - www.alz.org/illinois

National Web site - www.alz.org

Chapter Offices

Bloomington/Normal - 309.827.9508

303 N. Hershey, Ste 2A
Bloomington, IL 61704

Carterville - 618.985.1095

402 E Plaza Dr, Ste 4,
Carterville, IL 62918

Chicago - 312.335.8700

225 N Michigan Ave, 17th FL,
Chicago, IL 60601

Joliet - 815.744.0804

1150 Essington Rd, Ste 109,
Joliet, IL 60435

Rockford - 815.484.1300

4777 E State St, Rockford, IL 61108

Skokie - 847.933.2413

4709 Golf Rd, Ste 1015,
Skokie, IL 60076

Springfield - 217.726.5184

2921 Greenbriar Dr., Ste C
Springfield, IL 62704

20th Annual Chicago Rita Hayworth Gala Raises \$1.42 Million

Chapter and National board member Cathy Edge and her husband Ken co-chaired the 20th anniversary Chicago Rita Hayworth Gala this year in honor of Princess Yasmin Aga Khan's mother, the legendary screen actress Rita Hayworth.

More than 700 guests attended the gala that raised more than \$1.42 million that evening, with gifts still coming to the Association.

Air Supply provided the musical entertainment and exceptional auction items helped to raise funds for the entire mission of the Association.

"We have experienced the pain that accompanies having a loved one with Alzheimer's disease and want to do everything we can for the more than five million people living with Alzheimer's," said Cathy Edge. "We are so proud to chair the 20th Anniversary Rita Hayworth Gala and are dedicated to raising significant funds for Alzheimer's Association research and care services."



Cathy and Ken Edge pause to talk with Princess Yasmin Aga Khan during the 20th Chicago Rita Hayworth Gala in May.

Greater Illinois Chapter Opens New Offices In Bloomington and Springfield in June

During the first weeks in June, Chapter staff moved the offices in Bloomington and Springfield to new locations.

► The Chapter's Bloomington office is located at 303 N. Hershey, Suite 2A.

► The Chapter's Springfield office is located at 2921 Greenbriar Drive, Suite C.

"Both of our new office spaces are easily accessible, with readily visible signage for visitors and people attending meetings or programs we now will be able to offer onsite," said Jan Devlin, Vice President of Finance and Operations. "We all are looking forward to welcoming volunteers, staff and the public to our new accommodations and will host open houses at both locations before our educational programming schedule begins later this summer."

Hundreds of Caregivers Attend Conferences

More than 500 Alzheimer professional and family caregivers attended Chapter conferences this spring in Chicago, Joliet, Rockford and Springfield.

"We will continue the conference schedule this fall and next spring because these conferences are excellent opportunities for families and professionals to learn about Alzheimer's, memory loss and better care in a very practical, cost-effective manner," said Melanie Chavin, Vice President of Program Services. "Visit www.alz.org/illinois for the schedule of education programs, conferences and training that will begin later this summer."

Bankers Life and Casualty Hosts 5th Annual Forget Me Not Days



Bankers Life and Casualty Company raised more than \$8,500 for the Alzheimer's Association - Greater Illinois Chapter with the 5th Annual Forget Me Not Days® on May 18 in downtown Chicago,

Among the volunteers handing out packets of Forget-Me-Not seeds as a thank you for each donation were (from left) Gary Brown, Bankers Vice President; Scott Perry, Bankers President; Erna Colborn, President and CEO of the Greater Illinois Chapter; and John Wells, Bankers Senior Vice President.

Bankers Life and Casualty Company is a national corporate sponsor of the Alzheimer's Association.

Alzheimer's News You Can Use

New insights are in the pipeline in next 12-18 months as scientists continue to unravel the mystery of Alzheimer's disease. Look for:

- ▶ Results from the first large-scale clinical trials of drugs that may slow or stop progression of Alzheimer's
- ▶ The Association to launch a Clinical Studies Initiative at five pilot sites nationwide.
- ▶ First data from the Alzheimer's Disease Neuroimaging Initiative, a five-year effort to identify better ways to diagnose Alzheimer's and monitor response to treatment (funded by the Association the federal government, and industry).

Lend your voice to the cause – share your story!

We invite you to help us break down the stigma and stereotypes about Alzheimer's by sharing your experiences and feelings in the new "Personal Stories" section of the Alzheimer's Association Web site – at www.alz.org



There are sections for stories from people with Alzheimer's, family caregivers, Alzheimer advocates and "Champions." To submit your personal story, write an e-mail and send it to personalstories@alz.org. You can also include a photo.

Here is one of the "Personal Stories" shared by Marilyn who now lives in Chicago.

Marilyn's Story - in memory of my father, Jose

I was 17 years old, about to graduate from high school and completely excited about where my life was going. I had BIG plans to go off to a college away from home, be on my own for the first time, have the experience of living in a dorm, the parties, make new friends for life, and finally, conquer the world!

Three months before my graduation, my father was diagnosed with Alzheimer's disease. Suddenly, my dreams and aspirations quickly came to a halt. He was only 52 years old, and I was only 17. It is no longer the "old-timers disease" it was once perceived to be.

Not a single one of us saw this one coming. Now that I look back, he was forgetful at times, confused easily and often disoriented. But he held a stressful job, had a lot of responsibility, worked long hours and he was exhausted. On went our excuses until finally, we had to face what was really happening to my father, the core of our family.

By the time I turned 21, I had remained at home and was commuting in the mornings to our state university while my mother cared for my father. When I returned from school, my mother would go to work, and I would care for my father. Often, while I attempted to study, my father would attempt to wander out the front door.

As time went on, his care became too much for us. At age 24, I traveled daily to the local nursing home to be with my father. I would sit with him and feed him his dinner. Often he had no idea who I was and would refuse to come near me; it was absolutely heart breaking. Other times he wouldn't want to let go of me, nor I of him,. Within two years, he was completely debilitated and could not speak. He remained in this state for nearly two years, until one morning, we received the phone call that he was gone.

During my father's last year, my mother was diagnosed with Alzheimer's. I couldn't believe my ears - the neurologist was the one neurologist that diagnosed my father 10 years earlier. It was hard enough losing my father to this disease; now I'll have to face it again with my mother. She was the strength that enabled me to carry on with my father whenever it became really tough. Now here she sat at age 54, staring into the eyes of the same doctor that she once sought solace in, facing the same toil as her husband.

Two more years have now passed. I see my mother emulating all the behavioral traits that my dad displayed. I am approaching 30 and realize nearly half of my life has been spent wrangling with Alzheimer's. Luckily, my mother will be by my side when I hit the big 3-0, but will she realize it. She has no idea what year I was born or what month.

Every moment with my mother is extremely precious to me. Every moment that I shared with my father was extraordinary. The one beautiful thing about this disease is that I was able to experience every aspect of my father's being, his childlike playful side, his romantic side of him, his vulnerable and the fighter in him. I will again experience all these things with my mother, and I'm grateful for it all.

Alzheimer's News You Can Use

Identifying common behaviors

Alzheimer's can cause people to act in different, unpredictable ways and it is important to know they are not behaving that way on purpose. Take steps to help identify common behaviors and their causes:

- ▶ Answer these questions as you identify and examine the behavior - Is it harmful to the person or others? What happened before and after the behavior occurred? Did something trigger it? How did you react? Consult a physician to identify any causes related to medications or illness.
- ▶ Explore potential solutions. What are the needs of the person? Are they being met? Can adapting the surroundings comfort the person? How can you change your reaction or your approach to the behavior? Are you responding in a calm and supportive way?
- ▶ Try different responses. Did your new response help? Do you need to explore other potential causes and solutions? If so, what can you do differently?

Care may soon account for half of seniors' spending

By 2024, half of what seniors spend may be for health care, reports the National Center for Policy Analysis, a nonprofit, nonpartisan research institute; they note this is already true for today's seniors over 75.

According to the NCPA, most of the money spent on seniors' health care comes from sources other than their own, including Medicare, Medicaid and former employer health plans. Other findings:

- ▶ Today's seniors spend 44.5% of their Social Security benefits on health care.
- ▶ The amount will rise to 60.9% by 2030 and to 81.3% by 2050.
- ▶ By 2070, 93.4% of Social Security checks will be spent on health and medical care.

Kudos to Chapter Staff, Volunteers

Bryan Selander, Chapter Board of Directors member, received the "Service Above Self" award from the Rockford Rotary Club in May for demonstrating commitment to improving the community. He is the secretary of the Chapter board, serves on the Chapter's Public Policy Committee and the Illinois Chapter Network of Alzheimer advocates, and chairs Team CARE, the Chapter's running team for the LaSalle Bank Chicago Marathon.

Dan Kuhn, Director of the Professional Training Institute, has co-authored with Jane Verity a new book for professionals, "The Art of Dementia Care," that will be published this summer. He also authored a chapter in the new book, "Dementia and Social Work Practice," entitled "Helping Families Face the Early Stages of Dementia."

Fran Hankin, Director of Community Education & Family Services, is chairing the committee of chapter staff from across the country that is planning the new "Chapter Showcase" track for the Association's annual national Dementia Care Conference in Chicago in August that will highlight model and innovative Chapter programs.



Family Caregivers Invited To First-Ever Family Forum

We invite all Alzheimer family caregivers to the Alzheimer's Association's first Family Forum on August 26 in Chicago for an incredible opportunity to discover resources, learn about advances in Alzheimer research and caregiving practices.

The forum focuses on the unique issues that face individuals and families who are adapting to the changing needs of people with dementia. Dementia care experts will lead sessions on topics such as accessing appropriate dementia care; communicating with someone with dementia; and creating safe living spaces for someone with dementia.

Visit http://www.alz.org/family_forum/ for more conference and registration information. The registration fee is \$30. Online registration closes August 10. The Forum will be at the Hyatt Regency McCormick Place in Chicago.

Dementia Care Conference Aug. 26-29 in Chicago

To register, visit www.alz.org/careconference/07/overview.asp

All direct care workers, nurses, activity specialists, supervisors and other care professionals are invited to the Alzheimer's Association's 15th Annual Dementia Care Conference.

"Renowned aging experts will lead programs addressing the unique needs and demands of the profession," said Melanie Chavin, Vice President of Program Services for the Greater Illinois Chapter. "Sessions will explore early-stage issues, community-based care and residential care. Sessions target top-of-mind subjects such as person-centered care, effective diversity outreach, the trend of designated Alzheimer wings in hospitals, and communicating health information to those with dementia. Participants will also be among the first to learn about the third set of practice recommendations in the Alzheimer's Association Campaign for Quality Residential Care, this year focusing on end-of-life care."

New Online Training for Professionals!

We now offer several online training options for staff caring for people with dementias.

- **CARES: A Dementia Care-giving Approach** - six, one-hour modules for direct care workers, particularly nursing assistants. Text and streaming video illustrate how to care for people with dementia in residential care settings. Visit www.caresprogram.com.
- **Learning Academy Online** - eight self-taught modules for healthcare, administrative, social service and activity staff on dementia care. The \$20 per-module fee includes CEUs. Visit www.alzceu.org.
- **Dementia Care Training for Team Leaders** — a one-hour program on teamwork and supervision for unit coordinators, nurses, activity directors, administrators. \$25 per person; volume discounts are available. Visit https://www5.myvip.com/landing/alz/index.php?ent_id=3759.

About The Newsletter ... You have received this newsletter because you indicated an interest in information on Alzheimer's disease and other dementias, attended a chapter event or program, contacted us through Helpline or our Web site, or made a donation.

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We are a proud member of:



Prevalence Rates Surpass 5 Million *Continued from Page 1*

"These data clearly show Alzheimer's having a tremendous impact on people with the disease, families, Medicare, Medicaid, and business, and portend even greater impact in the future as our population ages and the cost of care continues to rise." she said.

Impact: Population, Death Rates

"For instance, without a cure or effective treatments to delay the onset or progression of Alzheimer's, there could be 7.7 million people with the disease in the U. S. by 2030 and 16 million by 2050," she added. "That's more than the current total population of Chicago, Houston, Los Angeles and New York combined."

"In addition, Alzheimer's is the seventh leading cause of death in the U. S. and the fifth leading cause of death for those over age 65," Colborn said. "While death rates declined for most major diseases from 2000-2004, deaths from Alzheimer's increased 33 percent, according to the Centers for Disease Control and Prevention."

Impact: Cost of Care

Annual direct and indirect costs of Alzheimer's and other dementias amount to more than \$148 billion (more than the annual sales of any retailer in the world excluding Wal-Mart)

"In 2005, unpaid caregivers of people with Alzheimer's and other dementias provided an estimated 8.5 billion hours of care, valued at almost \$83 billion," Colborn said. "In Illinois, caregivers provided 309 million hours of unpaid care at a value of \$3 billion."

"Medicare currently spends nearly three times as much for people living with Alzheimer's and other dementias than for the average Medicare beneficiary," she said. "Medicare costs are projected to double from \$91 billion in 2005 to more than \$189 billion by 2015. That's more than the current gross national product of 86 percent of the world's countries."

"Medicaid spending also will rise," Colborn added. "In 2005, state and federal Medicaid spending for nursing home and home care for people with Alzheimer's and other dementias was estimated at \$21 billion. That number is projected to increase to \$27 billion by 2015."

Alzheimer's: The Health Care Crisis of the 21st Century

"There is no doubt Alzheimer's is the health care crisis of this century, but there is hope and forward momentum," Colborn said. "There currently are nine drugs in Phase III clinical trials for Alzheimer's, and several show great promise to slow or stop the progression of the disease."

"This, combined with advancements in diagnostic tools, has the potential to change the landscape of Alzheimer's. And, we expect the tremendous "Champions" campaign will educate Americans about the facts of the disease, raise their consciousness and concern about Alzheimer's and other dementias, and inspire them to participate – by advocating, educating and supporting care and research, all toward a world without Alzheimer's in our lifetime."

National Campaign Puts a New Face on Alzheimer's Continued from page 1

The Web site also offers you ways to become involved, from educating and dispelling misconceptions to advocating for more funding for research and care and participating in Memory Walk.

Poll: Americans have many Alzheimer's misperceptions

"The "Champions" campaign aims to close the great information gap about Alzheimer's disease and other dementias that exists in America," Colborn said.

"From a recent poll we conducted, we know nearly half of American adults said they know someone with Alzheimer's," she added. "Yet, nine in 10 Americans polled said they feel they don't know much about Alzheimer's disease or much about its impact on families or the health-care implications on our nation."

"The results of our polling tell us even more about what people know and don't know about this disease," Colborn said. "We look forward to helping people understand the depth and breadth of this disease and how they can help their families and themselves."

A fatal disease impacting millions

- ▶ Nearly half say they know someone with Alzheimer's
- ▶ 8 in 10 don't realize Alzheimer's is more than memory loss
- ▶ 58% did not realize Alzheimer's can strike people in their 30s
- ▶ 8 in 10 don't realize Alzheimer's is a leading cause of death
- ▶ 2 in 10 think it likely they will have Alzheimer's
- ▶ Nearly half did not realize people with Alzheimer's lose control of their bodies
- ▶ 58% did not realize people die from Alzheimer's disease

Our Alzheimer's Action Day Team included board members Marilyn Martinez and Daneen Jachino, volunteer Emily Libman, staffers Mollie Shapiro and Beverly Kimmons and volunteer Nick Meyer. Staffers Lisa Lee and Lorraine Willmot are not pictured.

Join the Alzheimer's Champions Today at actionalz.org!



An overwhelming burden

- ▶ 9 in 10 Americans were unaware that by 2030 Alzheimer's will cost Medicare \$400 billion dollars – that is almost as much as the current Medicare budget.

Alzheimer's - no laughing matter

- ▶ 65% of those polled admitted making jokes among family, friends or coworkers about forgetful people as having Alzheimer's.
- ▶ 12% joke about having Alzheimer's.

Moved To Champion the Cause

- ▶ While 20% think it likely they may get the disease themselves, 70% admit they are personally concerned about Alzheimer's.
- ▶ 72% of those polled said they would be willing to participate in activities to raise funds for a cure for Alzheimer's when presented with facts about the disease.

Campaign, Personalities Aim to Dispel Misperceptions

"If Alzheimer's disease ever was cause for public concern, it's now," said David Hyde Pierce, Alzheimer's Association board member and spokesperson for the campaign.

"The fact is, someone suffering with Alzheimer's will lose the ability to form thoughts, remember simple words and ultimately communicate," he added. "People with Alzheimer's disease need us to be their voice and open people's minds to the realities

To that purpose, the "Champions" campaign also features dozens of celebrities helping us raise awareness and concern about the disease.

David Hyde Pierce, Dick Van Dyke, Olympia Dukakis, Ricki Lake, Lea Thompson, Peter Gallagher, Kate Burton, Tracie Thoms, Victor Garber, and others are the faces of the "Champions" campaign.

"It's a lack of understanding that has fueled complacency," said actress and "Champion" Kate Burton. "Shows like Grey's Anatomy and the character I played (Ellis Grey) have slowly awakened to what individuals with the disease and their families have to endure. The reality is, Alzheimer's can strike people in their 30s and it's a slow, debilitating, fatal disease. This campaign will hopefully open people's eyes to the reality of this."

Become a Champion - Visit actionalz.org Today

The "Champions" Web site is the perfect place to be motivated to join us and inspired to renew your commitment to our ongoing fight against Alzheimer's and other dementias," Colborn said.

"You can see the incredible campaign ads, photos of our celebrity champions and gather information and inspiration to be an Alzheimer Champion."

**WE'RE ON THE
MOVE
TO END ALZHEIMER'S**



alzheimer's association
memory walk
Taking Steps to End Alzheimer's
Nationally presented by
Genworth Financial

Greater Illinois Chapter - 2007 Memory Walk Dates & Locations

Bloomington **Saturday, October 6**
Constitution Trail

Cartersville **Saturday, October 13**
Location to be announced

Champaign **Saturday, September 15**
Meadowbrook Park

Chicago **Sunday, September 16**
Montrose & the Lakefront

Joliet **Saturday, September 15**
Rock Run Forest Preserve

McHenry County **Sunday, September 23**
Lippold Park

Naperville **Sunday, September 30**
The Riverwalk

Rockford **Saturday, September 22**
Klehm Arboretum

Springfield **Saturday, September 22**
Washington Park

Register for Memory Walk Today!
Visit www.alz.org/illinois or call our office nearest you!

RETURN SERVICE REQUESTED

www.alz.org/illinois
800 272 3900

We are fighting on your behalf 24/7
to give everyone a reason to hope.

Greater Illinois Chapter
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Skokie, IL 60076

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