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FOR IMMEDIATE RELEASE:

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## Run on U.S. Cellular Field to End Alzheimer's

*An event designed to create awareness and raise funds for  
the Alzheimer's Association – Greater Illinois Chapter.*

**CHICAGO, IL---** *Rundown Alzheimer's* is the first fun run and celebratory concert to be held at U.S. Cellular Field, home of the Chicago White Sox. This new and exciting event will take place on Tuesday, July 28 at 7:00 p.m.

“We are encouraging runners and non-runners alike to participate in this inaugural event,” said Kim Oakley, manager of special events for the Chapter. For runners there is a fundraising minimum of \$70. This amount represents the sobering statistic that every 70 seconds someone develops this devastating disease. Non-runners may attend the race and concert for \$15. We are very excited to have **Elevation**, a popular U2 cover band headlining the celebratory concert. **This is the perfect opportunity for any baseball enthusiast to step on to a major league baseball field and become a part of U.S. Cellular Field history!**”

According to Erna Colborn, president and ceo of the Greater Illinois Chapter, “**Deaths due to Alzheimer's disease increased by 47.1%** from 2000 until 2006 while deaths due to heart disease, breast cancer, prostate cancer and stroke all showed a decrease. **Alzheimer's disease is the health crisis of the 21<sup>st</sup> Century.** The Greater Illinois Chapter will continue to offer hope and support to those affected. *Rundown Alzheimer's* is your opportunity to make a difference by raising funds to support our cause.”

To learn more about *Rundown Alzheimer's* visit [www.alz.org/illinois](http://www.alz.org/illinois) or call 847.933.2413.

**About the Alzheimer's Association** - The Alzheimer's Association, the world leader in Alzheimer research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and cure for Alzheimer's. Since 1980, the donor supported, nonprofit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. **The Greater Illinois Chapter** serves dozens of counties with offices in Bloomington, Carterville, Chicago, Joliet, Rockford and Springfield. For more information, call our Helpline at 800-272-3900 or visit [www.alz.org/illinois](http://www.alz.org/illinois).