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For Immediate Release

Local Photographer Offering Picture the Cure for Alzheimer's

Professional photographer Heather Lanell will be capturing memories through her **Third Annual Picture the Cure** fundraiser benefiting the Alzheimer's Association **through Nov. 21st**.

Lanell will donate 10 percent of all portrait sales to the Alzheimer's Association - Rock River Branch located in Dixon. She is available to photograph families, friends, individuals, and pets. Lanell is offering the fundraiser in memory of her grandmother who died from the disease.

"October and November is an ideal time to create that perfect photo for holiday cards, letters and gifts," said Rock River Branch Manager Nancy Sweitzer. "It takes people like Heather to help shed light on the fact that Alzheimer's is an escalating health epidemic. Left unchecked, 16 million Americans will develop the disease, including 10 million baby boomers by mid-century."

For more information or to make an appointment, please call Lanell at 815-499-1307 or visit her website at www.heatherlanell.com. Her address is 416 Locust Street, Sterling.

The Alzheimer's Association - Rock River Branch offers free programs and support services to help improve the quality of life of area residents dealing with Alzheimer's disease. Its mission is to eliminate Alzheimer's by advancing research, providing and enhancing care and support for all affected, and reduce the risk of dementia through the promotion of brain health.

For more information about the Alzheimer's Association Rock River Branch, call 815-285-1100 or visit the agency website at www.alz.org/illinoiscentral.

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