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FOR IMMEDIATE RELEASE

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**ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S
2011 BOOKLET NOW AVAILABLE FOR ILLINOIS VALLEY**

Participants to Raise Critically Needed Funds for Alzheimer's Care, Support and Research

Area residents can take the first step in uniting in a movement to end Alzheimer's disease by picking up a Walk booklet, including a registration form, for the upcoming **Alzheimer's Association 12th Annual Illinois Valley Walk to End Alzheimer's to be held at Baker Lake, Peru, on Sunday, August 21st at 1:00 p.m.**

The 2011 Walk Booklet is available at the following businesses:

- Illinois Valley Community Hospital/ Adult Day Center, 925 West St., Peru, IL
- St. Margaret's Hospital, 600 E. First Street, Spring Valley, IL
- Local Nursing Homes and Libraries

Information on the **Illinois Valley Walk To End Alzheimer's** can be found on pages 2-3 of the 24-page 2011 Walk Booklet which features details about all nine walks located in the Alzheimer's Association Central Illinois Chapter. The booklet also contains information about the new walker incentive prize program which will reward participants with prizes based on the amount of funds raised in support of the cause, a sample fundraising letter that can be used to send to personal contacts, registration form, and personal testimonials from 9 walkers on why they walk for the cause.

Individuals who register by **Friday, August 5th** will be eligible for an early bird drawing for a \$100 gas card and walk hoodie.

Participants can also register on-line as individuals or as teams at the agency website:

alz.org/illinoiscentral. Booklets can also be picked at the Chapter Office, 606 W. Glen Avenue, Peoria. For more information, contact the Central Illinois Chapter, Peoria, 309.681.1100 or 800.272.3900.

The Alzheimer's Association Walk to End Alzheimer's (formerly called Memory Walk) is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. The Association's 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.

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