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**FOR IMMEDIATE RELEASE**

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

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

Peoria area residents can take the first step in uniting in a movement to end Alzheimer's disease by picking up a walk booklet for the upcoming **20<sup>th</sup> Annual Alzheimer's Association Walk to End Alzheimer's to be held at Peoria Riverfront on Sunday, October 2<sup>nd</sup> at 2:00 p.m.**

Information on the Peoria Walk can be found on pages 18-19 of the 24-page booklet which features details about all nine walks located in the 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 5<sup>th</sup>** will be eligible for an early bird drawing for a \$100 gas card and walk hoodie.

**The 2011 Walk Booklet can be found at:**

Humana, 7915 N. Hale Ave. Ste. D, Peoria, IL  
OSF Medical Center, 530 NE Glen Oak, Peoria, IL  
Par-A-Dice, 21 Blackjack Blvd, E. Peoria, IL  
Local Nursing Homes and Libraries

Participants can also register on-line as individuals or as teams at the agency website: **alz.org/illinoiscentral**. In addition, booklets can be picked up 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 known as 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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