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**FOR IMMEDIATE RELEASE**

Contact:

Janet Veach, Director of Public Relations, Alzheimer's Association - Central Illinois Chapter  
800.272.3900  
217.228.1111 (direct line)

**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*

Quincy 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 **15<sup>th</sup> Annual Alzheimer's Association Walk to End Alzheimer's** to be held at **Clat Adams Park, Quincy, on Thursday, September 1<sup>st</sup> at 6:00 p.m.**

Information on the Quincy Walk can be found on pages 6-7 of the 24-page 2011 Walk 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:**

Quincy Public Library, 526 Jersey Street, Quincy, IL  
Starbucks, 3115 Broadway St, Quincy, IL  
Great Debate Books, 535 Maine St Ste 3, Quincy, IL  
North Adams Home, 2259 East 1100<sup>th</sup>, Mendon, IL  
County Market Express, 160 W Collins St, Mendon, IL  
Nuessen Veterinary Clinic, 2522 Broadway St, Quincy, IL  
Bickford Cottages, 4221 Main St., Quincy, IL  
Firehouse Pizza, 340 South 36<sup>th</sup> St., Quincy, IL  
Adecco, 332 S 36th Steet, Ste 3, Quincy, IL  
Sunset Home, 418 Washington St., Quincy, IL  
Good Samaritan Home, 2130 Harrison St., Quincy, IL  
Kennedy Wealth Group, 721 N. 24th Street, Quincy, IL

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, 639 York

St., Room 200, Quincy. For more information, contact the Quincy Area Branch at 217.228.1111 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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