



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 IN CHILLICOTHE**

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's 13th Annual River Valley Walk to End Alzheimer's to be held at Heritage Manor, Chillicothe, on Saturday, September 10th at 10:00 a.m.**

Information on the River Valley Walk can be found on pages 8-9 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 5th** will be eligible for an early bird drawing for a \$100 gas card and walk hoodie.

The 2011 Walk Booklet can be found at:

COUNTRY Financial Representatives, 509 Front St., Henry, IL
Heritage Manor- Chillicothe, 1028 Hillcrest, Chillicothe, IL
St. Joseph Nursing Home, 401 9th St., Lacon, IL
South Side Bank, 917 N. 4th St., Chillicothe, IL
Local Nursing Homes and Libraries

Participants can also register on-line as individuals or as teams at the agency website: **alz.org/illinoiscentral**. Booklets can also 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 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.

#