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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*

Rock River 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 **Alzheimer's Association's 17<sup>th</sup> Rock River Walk to End Alzheimer's** to be held at **Lowell Park, Dixon, on Saturday, September 24<sup>th</sup> at 8:00 a.m.**

Information on the Rock River Walk can be found on pages 14-15 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 is available at area businesses:**

CGH Medical Center, 100 E LeFevre, Sterling, IL  
KSB Hospital, 403 E First Dixon, IL  
Dixon Public Library, 221 S Hennepin, Dixon, IL  
Franklin Grove Library, 223 N Elm, Franklin Grove, IL  
Fulton Public Library, 501 10th Ave, Fulton, IL  
Henry Adams Memorial Library, 209 W Third, Prophetstown, IL  
Mills Petrie Library, 704 N 1<sup>st</sup>, Ashton, IL  
Odell Public Library, 307 S Madison, Morrison, IL  
Mt. Morris Public Library, 101 E Front, Mt. Morris, IL  
Oregon Public Library, 300 Jefferson, Oregon, IL  
Pankhurst Library, 3 S Jefferson, Amboy, IL  
Polo Library, 302 W Mason, Polo, IL  
Rock Falls Library, 1007 7th Avenue, Rock Falls, IL  
Sterling Public Library, 102 W 4<sup>th</sup>, Sterling, IL

Flagg Township Public Library, Rochelle, IL  
Hub City Senior Center, 401 Cherry, Rochelle, IL  
Lee County Council on Aging, 100 W Second, Dixon, IL  
Whiteside Co Senior Center, 1207 W Ninth, Sterling, IL  
Sterling Rock Falls Clinic, 10 W Third, Sterling, IL  
Rock Falls Clinic, 100 W First Street, Rock Falls, IL  
Dixon Clinic, 1321 N Galena, Dixon, IL  
Morrison Clinic, 105 S Heaton, Morrison, IL  
Locust Street Clinic, 1809 N Locust, Sterling, IL  
Whiteside Co Health Dept, 18929 Lincoln, Morrison, IL  
KSB Home Care, 215 E First, Dixon, IL  
Lee County Health Dept, 309 S Galena, Dixon, IL  
Ogle Co Health Dept, 104 S Fifth, Oregon, IL  
Ogle Co Health Rochelle Satellite, 1500 W Lincoln, Rochelle, IL  
Amboy Healthcare, 15 W Wasson, Amboy, IL  
Coventry Living, 612 W St. Mary's Rd, Sterling, IL  
Dixon Healthcare, 800 Division, Dixon, IL  
Franklin Grove Nursing Home, 502 N State, Franklin Grove, IL  
Heritage Square, 620 N Ottawa, Dixon, IL  
Pleasant View, 500 N Jackson, Morrison, IL  
Resthave, 408 Maple, Morrison, IL  
Rock Falls Rehab, 430 Martin Rd, Rock Falls, IL  
Polo Rehab, 703 E Buffalo, Polo, IL  
City Halls/Village Halls in Dixon, Rochelle, Sterling, Rock Falls, Morrison

Participants can also register on-line as individuals or as teams at the agency website: **[alz.org/illinoiscentral](http://alz.org/illinoiscentral)**. Booklets can also be picked up at the Chapter Office, 93 S. Hennepin Ave., Dixon. For more information, contact the Central Illinois Chapter, Rock River Branch, at 815.285.1100 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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