



the compassion to care, the leadership to conquer

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New Alzheimer's Association Memory Walk® Provides Fun Way for Northern Indiana Residents to Raise Critically Needed Funds for Alzheimer's Care, Support and Research

SOUTH BEND, IN – The Alzheimer's Association is inviting Northern Indiana residents to become *Champions* in the fight against Alzheimer's by participating in the annual Alzheimer's Association Memory Walk®. **Saint Mary's College in South Bend** will be site of the area's first Memory Walk on **Sept. 27** with registration beginning at 12:30 p.m. and the walk beginning at 1:30 p.m..

Alzheimer's disease is a growing epidemic that is now the seventh leading cause of death in the United States. It is estimated that someone in America develops Alzheimer's disease every 70 seconds. By mid-century someone will develop Alzheimer's disease every 33 seconds.

“There has never been a greater need for Northern Indiana citizens to join in the fight against Alzheimer's disease by participating in Memory Walk,” said Doris Mathew, an Alzheimer's Association spokesperson. “As many as 5.3 million Americans are living with Alzheimer's disease and funds raised will provide support services to the 120,000 residents of Indiana living with Alzheimer's, while also contributing to critically needed research.”

Those interested in participating in the walk can find details and register online at www.alz.org or call the Alzheimer's Association Helpline at 800-272-3900.

The Alzheimer's Association Memory Walk is an empowering event that gives participants an opportunity to be *Champions* and take action in the fight against Alzheimer's. In addition to the one mile course, participants will enjoy food, drinks, music, booths manned by local businesses and more.

The Alzheimer's Association Memory Walk is nationally presented by Genworth Financial.

About the Alzheimer's Association Memory Walk®:

The Alzheimer's Association Memory Walk® is the nation's largest event to raise awareness and funds for Alzheimer care, support and research programs. Held annually in hundreds of communities across the country, this inspiring event calls volunteers of all ages to become *Champions* in the fight against Alzheimer's.

About the Alzheimer's Association:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; to advocate for policy change; and to reduce the risk of dementia through the promotion of brain health.

For more information visit www.alz.org.

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