



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**American Senior Communities Raises Nearly \$20,000 for Alzheimer's Association during  
*Shop for Awareness***

INDIANAPOLIS, IN —Last Saturday, over 20 of the American Senior Communities facilities throughout the Indianapolis and surrounding areas hosted *Shop for Awareness* yard sales and succeeded in raising \$17, 717 for the annual Memory Walk on October 11. These funds add to the growing total being raised by ASC for their team in the Memory Walk.

In true yard sale fashion, a wide variety of items were sold at bargain prices. The American Senior Communities facilities that were the top fundraisers were Forest Creek Commons (\$2,070), Brownsburg Meadows (\$2,826.11) and American Village who raised \$4,002.25.

American Senior Communities is a longtime supporter of the Alzheimer's Association. Dan Benson, Chief Operating Officer at American Senior Communities said, "As a senior healthcare provider, every day we see the tremendous work of the Alzheimer's Association and the positive impact on so many lives. We share in their commitment in fighting the disease and will continue to be active in fundraising ventures."

"Congratulations and many thanks to the facilities that participated in this wonderful event," said Cathy Boyer, Associate Director of Special Events for the Alzheimer's Association. "With the recent announcement that over 35 million people worldwide are living with Alzheimer's disease, it's imperative that we take action and fund research, now more than ever. We encourage all community members to join the efforts of ASC and start a team for the upcoming Memory Walk."

***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. Those interested in participating in the walk can find details and register online at [www.alz.org](http://www.alz.org) or call the Alzheimer's Association Helpline at 800-272-3900.

***About the Alzheimer's Association:***

The Alzheimer's Association is the world leader in Alzheimer's research and support. Having awarded more than \$150 million to nearly 1,300 research projects, the Alzheimer's Association is the largest private funder of Alzheimer research. The Association's vision is a world without Alzheimer's disease. For more information about Alzheimer's disease, call 800.272.3900 or visit the Web site at [www.alz.org/indiana](http://www.alz.org/indiana)

***About American Senior Communities:***

There are 46 American Senior Communities throughout Indiana with many of the locations offering a specialized memory care program called Auguste's Cottage. Auguste's Cottage is a structured, research-based program utilizing the social model philosophy of care. A strong focus is put on making residents feel they are at home, rather than in an institutional setting. Excellent healthcare is always provided, but quality of life is the primary focus. Stimulating daily activities are offered and encouraged to sustain independence and promote a healthy spirit. For more information on Auguste's Cottage Memory Care or American Senior Communities visit [www.AmericanSrCommunities.com](http://www.AmericanSrCommunities.com).

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