



## About Run for the Memory

Run for the Memory began over 6 years ago when a few individuals approached the Alzheimer's Association Massachusetts/New Hampshire Chapter with the goal of competing in the Boston Marathon while raising funds to support programs and services of the Association. Since then the Run for the Memory has grown from a single marathon endeavor to a strong program with successful teams for the Boston, New York and Chicago Marathons. This will be the first year that the Run for the Memory program will be involved with the Mardi Gras Marathon in New Orleans to benefit the Louisiana Chapter of the Alzheimer's Association.

Since the program began, teams collectively have raised over \$750,000. As important, each time our team members wear their Alzheimer's uniform, they help to raise awareness of the importance of this terrible disease.