



the compassion to care, the leadership to conquer

FOR IMMEDIATE RELEASE:

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-- CALENDAR ANNOUNCEMENT --

Alzheimer's Association's Memory Walk[®] 2010

ROCHESTER, MINNESOTA (June 15th, 2010) - The Alzheimer's Association's annual Memory Walk[®] will take place on Saturday, September 11, 2010 at the YMCA in Rochester, Minnesota. Nearly 350 people from the Rochester area are expected to participate in this year's event to raise awareness and funds to fight the disease.

The Alzheimer's Association's 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 on volunteers of all ages to become *Champions* and raise funds to support the fight against Alzheimer's. *Champions* include those living with the disease, families, caregivers, corporate and community leaders, who actively support Memory Walk in our community. Participants in Memory Walks across the United States have raised more than \$300 million to date.

To start a team or make a donation, contact the Alzheimer's Association at **www.alz.org/mnnd** or **(507)289-3950**.

About the Alzheimer's Association:

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's research, care and support. Our 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. Our vision is a world without Alzheimer's. For more information visit www.alz.org/mnnd.

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