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**ALZHEIMER'S ASSOCIATION MINNESOTA-NORTH DAKOTA CHAPTER
MEMORY WALK RAISES MORE THAN \$888,000
*November is National Alzheimer's Disease Awareness Month***

Minneapolis, MN, November 2, 2009 – More than 8,500 Alzheimer's *Champions* from Minnesota and North Dakota were on the MOVE to end Alzheimer's disease at the thirteen Alzheimer's Association's Memory Walk® this past September and October. *Champions* raised more than \$888,000 to fund Alzheimer's care, support and research.

"It is very encouraging that our community residents became *Champions* in the fight against Alzheimer's disease at this year's Memory Walk," said Mary Birchard, Executive Director of the Alzheimer's Association Minnesota-North Dakota. "With funds raised at this year's Walk, the Alzheimer's Association will provide much needed care and support to people touched by the disease as well as research to fight Alzheimer's disease."

Since its founding in 1980, the Alzheimer's Association has been the leader in making the fight against Alzheimer's a national priority, a call that resonates during November, which is National Alzheimer's Disease Awareness Month.

After designating a National Alzheimer's Disease Week in 1982, President Reagan helped to launch a national campaign against Alzheimer's disease in 1983, calling members of the Alzheimer's Association to the White House for the signing of a proclamation declaring National Alzheimer's Disease Month.

“The emotional, financial and social consequences of Alzheimer’s disease are so devastating that it deserves special attention,” Reagan said. Taking lead of the issue, he went on to advocate research as “the only hope for victims and families.” Reagan courageously announced his Alzheimer’s diagnosis to the public in November 1994 and passed away in 2004.

Alzheimer’s Association founder Jerome Stone led a group of family caregivers, Association volunteers and staff in the effort to bring attention to the cause on Capitol Hill. That advocacy effort continues even stronger today with Association public policy staff and volunteers leading the call for increased government funding for critical Alzheimer research and support programs.

In 1983 fewer than 2 million Americans had the disease; today, the number of individuals with Alzheimer’s has soared to as many as 5.3 million and is expected to grow to 16 million by 2050 unless something is done to slow or stop this devastating disease.

While there is much we don’t yet know about Alzheimer’s disease, tremendous progress is being made, laying the foundation for future breakthroughs in prevention, diagnosis and treatment.

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About the Alzheimer’s Association Memory Walk®:

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.

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; 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.