

**Minnesota-North Dakota**  
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Minneapolis, MN 55435  
[www.alz.org/mnnd](http://www.alz.org/mnnd)

## Media Alert!

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**WHO:**

Alzheimer's Association Minnesota–North Dakota

**WHAT:**

The Alzheimer's Association 18<sup>th</sup> annual “Remembering our Stars – *Lighting the Way*” Gala.

Each year, more than 800 friends of the Association come together to honor those with Alzheimer's and related diseases and to raise funds in support of Association programs and services. Proceeds from the Gala benefit individuals in Minnesota and North Dakota with dementia, their families and their caregivers through education, support, advocacy and research programs and services.

The evening includes a reception and dinner; silent and live auctions; an entertaining and educational program; and musical entertainment.

**WHEN:**

Saturday, April 24, 2010  
6-11 PM  
Minneapolis Marriott City Center

**GUEST SPEAKER:**

**Honorary Chairpersons**  
Jim and Carmen Campbell

**Chairpersons**  
Gail and Steve Machov

**Master of Ceremonies**  
Diana Pierce

KARE 11 News Anchor

**Entertainment**

Sharon Isbin

Two-Time GRAMMY Award-Winning Classical Guitarist

**Special Keynote Speaker**

Michael Tucker

Actor and Author

**Research Update**

Ronald Petersen MD, PhD

Mayo Clinic

**WHY:**

With over five million people living with Alzheimer's disease in the United States, the direct and indirect cost amount to more than \$172 billion annually. For people personally affected by Alzheimer's, the cost doesn't stop there. Seventy percent of people with Alzheimer's and other dementias are living at home. Most often it is family members and friends of those with the disease who end up providing the care at home. Even those with a loved one in a residential long-term care facility too often face legitimate concerns about the care of their loved ones with dementia.

The mission of the Alzheimer's Association Minnesota-North Dakota 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. The vision is a world without Alzheimer's disease.

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