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THE ALZHEIMER'S ASSOCIATION MINNESOTA-NORTH DAKOTA TO HOLD WALK TO END ALZHEIMER'S™ DURING SEPTEMBER WORLD ALZHEIMER'S MONTH

St. Paul (Date) – The Alzheimer's Association of Minnesota-North Dakota will hold their annual Walk to End Alzheimer's in the Twin Cities on Saturday, September 24. The Walk is a part of World Alzheimer's Month, which is being observed during the month of September. The walk will take place in the Three Rivers Park District - Hyland Lake Park Reserve at 8:30 a.m., with a post walk program at 11 a.m.

The decision to highlight Alzheimer's disease for an entire month is due to the soaring global prevalence and costs of Alzheimer's disease worldwide. The inaugural World Alzheimer's Month is an opportunity to shine a light on a disease that impacts millions of people – both those with the disease and those who care for someone with Alzheimer's. Because of this need, the Association is designating the **entire month of September as [World Alzheimer's Month](#)**.

During World Alzheimer's Month, the Alzheimer's Association will applaud everyday heroes in the fight against Alzheimer's. These are the individuals who have stepped up to declare "The End of Alzheimer's Starts with Me" through their words and actions. Corporations have also joined the Alzheimer's Association to recognize World Alzheimer's Month. The Alzheimer's Association and Threadless challenged artists to design a T-shirt inspired by the cause. For each shirt sold, 25 percent of the retail price will benefit the efforts of the Alzheimer's Association. Bare Escentuals and BE CARES are supporting the Alzheimer's Association with a new, limited-edition bareMineral® Tenderheart Eyecolor. Every purchase of Tenderheart Eyecolor helps support Bare Escentuals donation to the Alzheimer's Association in the fight against the disease.

The Walk to End Alzheimer's is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Since 1989, this all age, all-ability walk has mobilized millions to join the fight against Alzheimer's disease, raising more than \$347 million for the cause.

For more information, or to register for the walk, visit: www.alz.org/walk.

Alzheimer's Association

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's 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.