

## **FOR IMMEDIATE RELEASE**

### **CONTACTS:**

Kate Meyer  
312.604.2435  
[Kate.Meyer@alz.org](mailto:Kate.Meyer@alz.org)

Dru Harlan  
312.988.2339  
[dharlan@webershandwick.com](mailto:dharlan@webershandwick.com)

## **ALZHEIMER'S ASSOCIATION ASKS AMERICANS TO RAISE AWARENESS AND \$1 MILLION IN SUPPORT OF WORLD ALZHEIMER'S DAY**

*Celebrity Event Planner David Tutera Shows Americans How to Create Purple Parties to Support Alzheimer's Care and Research; Donations Will Be Matched by The Harrah's Foundation*

**CHICAGO, IL (August 27, 2007)** – During the month of September, the Alzheimer's Association is asking Americans to host World Alzheimer's Day (September 21) parties for friends and family in an effort to raise awareness of the disease and \$1 million to help combat it. The Harrah's Foundation will provide a \$1 million matching grant for donations raised in September for World Alzheimer's Day.

The Alzheimer's Association is leveraging the growing trend of “giving circles<sup>1</sup>,” individuals who gather socially to educate friends and family about an issue close to them while asking for donations to fight the cause. A recent survey conducted by the Alzheimer's Association reveals that 82 percent of Americans are most likely to make a donation when asked by a friend or family member or when asked to attend a dinner party or other social event to benefit a cause. The survey also revealed that 81 percent would be more willing to make a donation if they knew their money would be matched by a foundation or corporate sponsor.

“We hope this ‘socially responsible’ party trend will help us conquer this debilitating disease,” said Harry Johns, Alzheimer's Association President and CEO. “As baby boomers age, the population of Americans who are affected by Alzheimer's disease is expected to grow to as many as 16 million over the next few decades. Our hope is that both people who have been affected by the disease, as well as those who have not, will get involved in the fight and help bring us one step closer to a world without Alzheimer's.”

### **Parties with a Purpose**

Celebrity party planner and author, David Tutera, is *Championing* the cause by showing Americans how to host World Alzheimer's Day *Purple Parties*, inspired by the official color of the Association. Having lost two of his grandparents to Alzheimer's, he has been personally affected by the disease. “Alzheimer's is a devastating disease with no current cure, which has personally touched me, my family and friends,” said Tutera. “I can't think of a better way to raise awareness of Alzheimer's and money for to help combat it than by gathering the people you love to connect with each other and make a difference.”

-more-

---

<sup>1</sup> Forum of Regional Associations of Grantmakers

Tutera's *Guide to World Alzheimer's Day Purple Parties*, found online at [www.actionalz.org](http://www.actionalz.org), provides everything from décor and menu ideas to invitation designs and etiquette on "making the ask." He has created ideas for various types of parties: dinner gathering, cocktail soiree and a dessert bash. Visit [www.actionalz.org](http://www.actionalz.org) to download the planning kit and help bring the Alzheimer's Association one step closer to a cure.

### **The Harrah's Foundation Completes the "Giving Circle"**

To support the World Alzheimer's Day goal, The Harrah's Foundation has pledged to match the \$1 million raised in support of World Alzheimer's Day with an additional \$1 million. The Foundation has been working with the Alzheimer's Association since 2004 to raise awareness about the disease.

"Harrah's understands the impact of Alzheimer's disease on families and friends," said Chuck Atwood, chairman of the Harrah's Foundation and vice chairman of the board of Harrah's Entertainment. "We hope the offer to match \$1 million will inspire the public to learn about Alzheimer's and encourage other companies to support this important cause."

### **Commitment to a Cure**

More than 5 million Americans living with Alzheimer's disease – a disease which is the seventh leading cause of death in the United States. The Alzheimer's Association's commitment to raising awareness and funds on World Alzheimer's Day is part of an accelerating worldwide effort under way to find better ways to treat the disease, delay its onset, or prevent it from developing.

### **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](http://www.alz.org).

### **About The Harrah's Foundation**

The Harrah's Foundation is a private, 501(c)(3) foundation created to provide financial support to qualified organizations in communities where Harrah's employees live and work. Established in 2002, the Harrah's Foundation is funded by Harrah's Entertainment properties and supports social reinvestment programs by funding eligible 501(c)(3) organizations dedicated to seniors, education and civic programs. Since its formation, the Harrah's Foundation has committed nearly \$25 million to nonprofit organizations throughout the United States. **In 2006 alone, Harrah's Entertainment and the Harrah's Foundation distributed, on average, nearly \$1.5 million per week to philanthropic organizations.** More information is available at <http://www.harrahcommunityrelations.com>.

###