



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**HOLIDAY GIFTS THAT HELP FIGHT ALZHEIMER'S DISEASE**

**(CHICAGO) OCTOBER 18, 2007** – More than half of holiday shoppers (57 percent) plan to purchase a gift that gives back to a good cause\*. This year, choose a gift that will brighten someone's holiday and contribute to the fight against Alzheimer's disease, the seventh leading cause of death in the United States.

Your gift could help fund care services for families struggling with the Alzheimer's or support innovative research grants, which could one day put an end to this devastating disease. For more information visit [www.alz.org](http://www.alz.org).

**Alzheimer's Association Champions T-shirt** – Become an Alzheimer's *Champion* with the purchase of a *Champions* T-shirt as worn by celebrities such as: David Hyde Pierce, Dick Van Dyke and Ricki Lake. The distinctive purple colors of the Alzheimer's Association indicate that you can OPEN Your Mind, Use Your VOICE and MOVE the Cause.

- T-shirts (\$20-25) are available on [www.actionalz.org](http://www.actionalz.org).

**SanDisk® Flash Memory Cards and USB Flash Drives** – SanDisk Ultra II SD memory cards are ideal for capturing images on digital still and video cameras and for fast transfer of pictures to personal computers. The SanDisk Cruzer Micro flash drive allows you to carry and store important files, music, images and other data.

- When SanDisk Ultra II SD 2GB memory cards (\$44.99) and the SanDisk Cruzer Micro 2GB USB flash drives (\$39.99) are purchased at participating retailers \$1 will be donated to the Alzheimer's Association

**The Connect and Reflect Kit** – This holiday season purchase *The Connect and Reflect Kit*, including a Family Memory Book, a Family Memory CD and a Family Video available in VHS or DVD, for your loved one living with dementia and their caregiver.

- When *The Connect and Reflect Kit* (\$39.98) is purchased at [www.memorylanemedia.com](http://www.memorylanemedia.com), 10 percent will benefit the Alzheimer's Association.

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\* The 2006 Cone Holiday Trend Tracker.

**“Once Upon a Game: Baseball's Greatest Memories” by Alan Schwarz** - A gift for every baseball fan, *“Once Upon a Game: Baseball's Greatest Memories”* chronicles favorite recollections from baseball's enduring legends: Cal Ripken, Yogi Berra, Nolan Ryan, Derek Jeter - even Kevin Costner and "Peanuts" cartoonist Charles Schulz. Listen to Ernie Banks, Hank Greenberg, Bobby Thomson and 30 more baseball stars relieve their top moments in their own words.

- This book (\$19.95) can be purchased at [www.amazon.com](http://www.amazon.com) and bookstores nationwide with 20 percent of the author's royalties benefiting the Alzheimer's Association.

**“Still Alice” by Lisa Genova** - For the reader on your gift list, *“Still Alice”* is a touching story of a 50-year old university professor who develops early-onset Alzheimer's.

- *“Still Alice”* (\$18.95) can be purchased at [www.stillalice.com](http://www.stillalice.com) or [www.iuniverse.com](http://www.iuniverse.com) with up to \$3 being donated to the Alzheimer's Association

**“Project Everlasting” co-authored by Mathew Boggs and Jason Miller** - Love stories of married couples compiled by two young bachelors during a cross-country search for America's greatest marriages, which they called "Project Everlasting."

The Alzheimer's Association is the 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.

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