



FOR IMMEDIATE RELEASE

CONTACT: Kate Dyer-Seeley
503.416-0202
kate.dyer-seeley@alz.org

Batter Up to Battle Alzheimer's

Portland, OR—On Friday, July 31st the Alzheimer's Association Oregon Chapter will be packing PGE Park with purple as fans come out in support of the cause and to watch the Portland Beaver's take on the Las Vegas 51's.

PGE Park has partnered with the Alzheimer's Association to help raise funds and awareness for this growing epidemic. In the state of Oregon there are an estimated 80,000 people living with Alzheimer's disease and an additional 125,000 people acting as their care partners. On a national level, over 5.3 million Americans are living with Alzheimer's disease and an anticipated 15 million baby boomers will develop Alzheimer's in the coming decade.

The Alzheimer's Association provides education and support for people diagnosed, their families, and caregivers. From offices in Portland, Eugene, Redmond and Medford, the Oregon Chapter reaches out to diverse communities by providing information and resources, 24/7 telephone help lines, local support groups and educational programs, an annual caregivers conference and a nationwide identification program, MedicAlert + Safe Return, for people with Alzheimer's disease who may wander and get lost.

Prior to the first pitch the Alzheimer's Association will be hosting "brain training" in the concourse. Current research has shown that keeping a brain agile and nimble may help to stave off the disease. From brain teasers to puzzles and tying shoes with a non-dominant hand and tracking scents blindfolded, families can learn simple ways to maintain a healthy brain.

Batter Up to Battle Alzheimer's is on Friday, July 31st at 7:00pm. Fans are invited to come early for "brain training" in the concourse. Tickets are \$8 for general admission and \$14 for in-field reserved. \$3-\$5 of every ticket sold will benefit the Alzheimer's Association. Call 503-416-0201 or purchase online at www.alzoregon.kintera.org/beaverbaseball09.

7/6/09