



FOR IMMEDIATE RELEASE

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

Rock Against Alzheimer's

Portland, OR—On Saturday, July 18th four local bands, Drawback, Absent Minds, Prairie, and Empire Rocket Machine will rock BC's American Saloon as a benefit for the Alzheimer's Association.

Rock Against Alzheimer's (RAA) was founded in 2007 by a group of young Portlanders who work in long term care. Championed by Kenny Field, Program Coordinator for Emerson House, the group banded together to engage a younger generation in the Alzheimer's cause. Fields says, "We wanted to reach a younger demographic. I don't have a family connection to this disease but working at Emerson House has been an incredible experience and education. I knew we had to do more to raise awareness and get the word out to our friends."

Melissa Creger, a twenty-six-year-old RAA member agrees, "Our parents are at risk for developing Alzheimer's and we want to do something about it. Portland is such a hotspot for great local music we decided to connect our passion for music with our passion for the cause."

Creger's assessment of risk is correct. 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 inaugural RAA event took place in 2007 in a small bar in NE Portland. The bands were friends of the event's organizers that first year. In 2008 the event doubled in size and in fund's raised.

The 3rd Annual Rock Against Alzheimer's takes place on Saturday, July 18th at BC's American Saloon at 8:00pm. A cover donation of \$5 is requested and all proceeds benefit the Alzheimer's Association, Oregon Chapter. Specialty cocktails will also be sold and 10% of all bar sales will be donated to the Association.

7/6/09