

You are invited to participate in **Portland Memory Walk '08** as a corporate sponsor!

Memory Walk sponsorship includes:

- Visibility to 3,000+ event supporters, including 1500 + walkers
- Media promotions in greater Portland metro area
- Recognition before and after event
- Alignment with a nationally promoted event

- Walker registration brochures – approximately 3,000 throughout Portland Metro area
- T-shirts – logo and/or name on back of long-sleeved shirt
- Posters – approximately 500 throughout Portland Metro area
- Two websites <http://mw08.kintera.org/pdx>
and <http://www.alz.org/oregon>



Media Exposure

In 2007, TV media sponsor KGW Northwest NewsChannel 8 broadcast 30-second public service announcements to reach thousands in the Portland Metro area before and after the event.

Community Newspapers published 1/8 page print ads in each of their 19 papers. Media coverage will be expanded in 2008.

Memory Walk

Alzheimer's Association Memory Walk™ is the nation's largest event to raise awareness and funds for Alzheimer care, support and research. Held annually in over 575 communities across the country, this inspiring event calls on volunteers of all ages to become champions in the fight against Alzheimer's. Champions include people living with the disease, friends, families, caregivers, and business and community leaders.

Memory Walk Supports

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Memory Walk supports our mission 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. Over 80,000 Oregonians are challenged by this disease. Our vision is a world without Alzheimer's.

MOVE with us to END Alzheimer's!

**PIONEER COURTHOUSE SQUARE
Sunday – September 28, 2008**

Questions? Please contact the Alzheimer's Association, Oregon Chapter:

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