



FOR IMMEDIATE RELEASE

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Alzheimer's Association's Memory Walk® 2008 *Chautauqua County Residents Will MOVE to End Alzheimer's!*

CHAUTAUQUA, N.Y. (July 2008) – On Saturday, September 27th, residents of Chautauqua County will be on the MOVE to end Alzheimer's disease and related disorders. The walk will take place at the Chautauqua Institution in support of the Alzheimer's Association's, Western New York Chapter. Registration will begin at 9:00 a.m., and the walk will begin at 10:00 a.m. In addition to raising money for local programs and services, as well as national research efforts, Memory Walk brings people together to remember loved ones lost to Alzheimer's and show public support for those affected by dementia.

In 2007, the Alzheimer's Association served hundreds of Chautauqua County caregivers, both family and professional. Programs and services that the Chapter provides in Chautauqua County includes, but is not limited to, in-person care consultations, support groups, community dementia education classes, professional dementia care training, information and referral services and a 24/7 helpline.

Central to all Memory Walks is food, entertainment and raffles geared towards the entire family. Participants will receive Memory Walk t-shirts and other incentives based on the amount of money raised. Walk as an individual or start a team with friends, family or co-workers. To find out more information about the Chautauqua County Memory Walk call the Alzheimer's Association at 626-0600 or toll-free at 800-272-3900 or log onto www.alz.org/wny.

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About Alzheimer's disease and the Alzheimer's Association:

According to the 2008 National Alzheimer's Association, there are more than 5.2 million people currently living with the disease in America. With 78 million baby boomers turning 60 last year, it is estimated that someone in America develops Alzheimer's disease every 71 seconds, by mid-century someone will develop Alzheimer's disease every 33 seconds.

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/wny or call (716) 626-0600.