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ALZHEIMER’S ASSOCIATION SECOND ANNUAL BLONDES VS. BRUNETTES® WILL KICKOFF IN BAKERSFIELD

Participants Tackle Alzheimer’s by Raising Awareness and Funds

Bakersfield, CA, March 2015 – On Saturday, March 14 at Bakersfield Christian High School, the Alzheimer’s Association Blondes vs. Brunettes® flag football game will kickoff at Noon, drawing more than 500 local fans. The two teams, divided based on the age-old rivalry between blondes and brunettes, aim to increase awareness of Alzheimer’s disease among a new generation. Funds raised will benefit the care, support, advocacy and research efforts of the Alzheimer’s Association. According to the Alzheimer’s Association 2014 Alzheimer's Disease Facts and Figures, nearly two-thirds of Americans with Alzheimer’s disease are women.

A volunteer event driven by young women, the first Blondes vs. Brunettes game was held in Washington D.C. in 2005. Since its inception, Blondes vs. Brunettes has expanded to more than 35 cities, including Bakersfield, Santa Barbara, Boston, Buffalo, Denver, Houston, Kansas City, Los Angeles, Minneapolis-St. Paul and New York. Together, Blondes vs. Brunettes have raised more than $5 million in an effort to tackle Alzheimer’s disease. In 2014 the inaugural Blondes vs. Brunettes Bakersfield raised more than $20,000.

Team Blonde and Team Brunette Captains, Terri Agcaoili and Amanda Valenzuela, both have experienced the devastating effect of Alzheimer’s in their families. Terri’s grandfather was diagnosed three years ago, and Amanda lost her grandmother to the disease in 2008. Amanda’s personal experience inspired her to bring Blondes vs. Brunettes to Bakersfield to raise awareness and support in the community. “When my grandmother was struggling with Alzheimer’s, we had a lot of family members affected,” she recalls. “There is a lot to deal with every day.”
In addition to the headlining Blondes vs. Brunettes flag football game, spectators can join for the tailgate party, which begins at 10 a.m. Kick-off is at Noon. Fans can also win raffle prizes, enjoy foods and drinks by vendors, Ben and Jerry’s, King Kettle Corn, Kona Ice and Hot Dog Express, and other fun activities. General admission is $5, and kids are free.

“Women are at the epicenter of Alzheimer’s disease. Nearly two-thirds of Americans living with Alzheimer’s are women,” says Rhonda Spiegel, CEO of the Alzheimer’s Association California Central Chapter. “Blondes vs. Brunettes increases awareness of Alzheimer’s disease among a new generation and raised more than $75,000 in 2014 in the counties our Chapter serves.”

Alzheimer’s disease is a growing epidemic and the nation’s sixth leading cause of death. More than 5 million Americans are living with Alzheimer’s and this number is estimated to grow to as many as 16 million by year 2050. In California alone, there are half a million people living with Alzheimer’s. In Kern County, 11,000 people are living with Alzheimer’s.

For more information visit alz.org/cacentral or act.alz.org/BakersfieldBvB or call 800-272-3900.

Alzheimer’s Association®
The Alzheimer’s Association is the world’s 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. Visit alz.org® or call 800.272.3900.

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