



Minnesota - North Dakota Chapter

FOR IMMEDIATE RELEASE

Contact

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Minnesota Buildings Will “Go Purple” This Week To Shine a Light on Alzheimer’s & Brain Awareness Month and Resources

Minnetonka, Minn. (June 17, 2025) — This June, the Alzheimer’s Association Minnesota-North Dakota Chapter is recognizing Alzheimer’s & Brain Awareness Month (ABAM) to reduce stigma and encourage conversation about Alzheimer’s and other dementias. In Minnesota alone, there are nearly 102,000 people 65+ living with Alzheimer’s, supported by 166,000 unpaid caregivers.

Many Minnesota landmarks will “go purple” on June 20 and 21 to raise awareness and highlight resources available to individuals affected by the disease. Purple is the official color of the Alzheimer’s movement, signifying strength in the fight against Alzheimer’s disease.

Purple lights will shine in the Minnesota sky in honor of the summer solstice - the day with the most daylight. **Local sites confirmed to outshine the darkness of Alzheimer’s and other dementias by turning building lights purple include:**

- Allianz Field, St. Paul - June 20
- Capella Tower, Minneapolis - June 20
- 5th Street Towers, Minneapolis - June 20
- Enger Tower, Duluth - June 20
- IDS Center Tower, Minneapolis - June 20
- Target Field, Minneapolis - June 20
- 35W Bridge, Minneapolis - June 21

Each year, The Longest Day serves as an opportunity for community members and organizations to create their own fundraising events to honor loved ones and support the programs and research of the Alzheimer’s Association.

“It’s amazing to see people take their passions and turn them into really fun and meaningful events for a great cause,” said Maura Studer, who leads The Longest Day events for the Association’s MN-ND Chapter.

While The Longest Day events often happen in June, they can take place any day of the year. Events often include baking, biking, hiking, golfing, pickleball knitting, playing bridge, puzzling or board games. For more information or to create an event, visit alz.org/thelongestday.

Today in the U.S., there are 7.2 million Americans aged 65+ living with Alzheimer’s disease, according to the Alzheimer’s Association’s [2025 Facts and Figures Report](#). Deaths due to Alzheimer’s disease nationally more than doubled between 2000 and 2022.

To help those impacted, the Alzheimer’s Association’s Minnesota-North Dakota Chapter provides no-cost classes, support groups for people with dementia and their caregivers, resources at alz.org, the [My ALZ Journey app](#) and a 24/7 Helpline available in more than 200 languages at 800.272.3900.

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About the 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/mnnd or call the 24/7 Helpline at 800.272.3900 for support.