ON JUNE 21, STAND UP TO THE DARKNESS OF ALZHEIMER’S DISEASE. SELECT YOUR ACTIVITY AT ALZ.ORG/THELONGESTDAY.

THE LONGEST DAY®
alzheimer’s association

THE DAY WITH THE MOST LIGHT IS THE DAY WE FIGHT.
The Longest Day is the day with the most light — the summer solstice. And it’s the day the Alzheimer’s Association calls on everyone to fight Alzheimer’s disease by raising funds and awareness for care, support and research.

1. Select an activity you love
   From baking to golf, hosting a barbecue or holding a dine-to-donate at your favorite restaurant, any activity can be a fundraiser for The Longest Day.

2. Start raising funds
   Start fundraising early and you’ll see your total skyrocket. We’re here to help with tools, tips and advice to make fundraising easy!

3. Ask others to join you
   Create a Facebook Fundraiser in your online Participant Center and share your fundraising page on social media. Use provided email templates and marketing resources to ask your friends and community to join the fight to #ENDALZ!

On June 21, stand up to the darkness of Alzheimer’s. Together, we can get closer to our ultimate goal: Alzheimer’s first survivor.

For more information, contact:
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