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Brain Aware

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Join the movement to end Alzheimer's during Alzheimer's & Brain Awareness Month

June is Alzheimer's & Brain Awareness Month, and the Alzheimer's Association needs you to get involved and raise awareness about Alzheimer's disease and other dementias. Since we all have brains, we are **all** at risk to develop Alzheimer's, a disease that is often misunderstood. Did you know:

- Alzheimer's is fatal. It kills more than breast and prostate cancer combined.
- Alzheimer's is not normal aging. It is a progressive brain disease without a cure.
- Alzheimer's is more than memory loss. It is accompanied by a variety of other symptoms.

During the month of June, the Alzheimer's Association asks you to learn more about the disease, share your story, and take action.

Alzheimer's & Brain Awareness Month is an opportunity for families, schools, organizations, and religious communities to join a global conversation about the brain, Alzheimer's disease, and other dementias. Worldwide, there are 47 million people living with dementia, and without a change, these numbers are expected to grow to 76 million by 2030. But everyone can help to end this epidemic—especially you.

During Alzheimer's & Brain Awareness Month, the Alzheimer's Association® asks people around the world to “go purple” and unite to fight this devastating disease. It is a fatal disease that kills nerve cells and tissue in the brain, affecting an individual's ability to remember, think, and plan. Ultimately,



those with the disease will lose their ability to communicate, recognize family and friends, and care for themselves. By partnering with the Alzheimer's Association during Alzheimer's & Brain Awareness Month, you can be a leader in the fight against Alzheimer's. It is a disease that devastates families throughout the world while costing our global community billions of dollars. In the United States alone, more than 5 million individuals are living with the disease, and more than 15 million are acting as caregivers.

Alzheimer's & Brain Awareness Month is an opportunity for you to take action to help end the Alzheimer's epidemic and raise awareness of the disease.

support

There are two main ways you can support the cause throughout June. You may have a friend or family member who is living with the disease or acting as a caregiver—or you may have the disease yourself. Show your support by organizing a team for The Longest Day®, a sunrise-to-sunset fundraising event that honors those facing the disease. The Longest Day is a collection of events held on or near June 21 to honor those affected by dementia. Team up with the Alzheimer's Association and select any activity you love—or an activity loved by

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those affected—to help raise the funds to end Alzheimer’s. Together, not only will we raise funds and awareness for care and support, we will be advancing research toward the first survivor of Alzheimer’s. Register at act.alz.org/tld or email Whitney McMullen (wcmullen@alz.org) for more information.

go purple:

In honor of Alzheimer’s & Brain Awareness Month, we are calling on organizations to raise their voices and Go Purple. Through this awareness initiative, Go Purple increases knowledge about Alzheimer’s disease and services to support families, as well as the importance of early diagnosis through the Alzheimer’s Association.

Take the Purple Pledge and start a conversation in June. Organize a day to decorate your home, office, or car in purple, and wear purple! It’s so simple—you can help raise awareness and advance Alzheimer’s care, support, and research with a cause-marketing campaign or purple product. In addition, Purple allows faith communities, organizations, companies, and social groups to support the Alzheimer’s Association. Participants will receive a packet complete with END ALZ stickers, Alzheimer’s awareness ribbons, disease information, activity suggestions, step-by-step instructions for planning and

implementing your activity, a modifiable poster, email blasts, social media messages and talking points.

Register early so you can plan your activity! [click here!](#)

empower:

Nearly 13 million American women are either living with Alzheimer’s or caring for someone with the disease. The Alzheimer’s Association encourages women to help wipe out Alzheimer’s by joining our My Brain™ Movement. Learn more: alz.org/mybrain

organizations:

Join the Alzheimer’s Workplace Alliance (AWA) to establish your organization as a leader in the fight against Alzheimer’s while making a powerful commitment to the well-being of your employees. Learn more: alz.org/awa.

June’s Alzheimer’s & Brain Awareness Month is a time to shine a purple light for the millions of individuals worldwide and all the local family members and caregivers affected by Alzheimer’s disease. Help us honor those struggling daily with this disease by mobilizing friends, families, neighbors, co-workers, and associates to help bring an end to Alzheimer’s disease.

ways to participate in june:

Learn and share the facts about Alzheimer’s at alz.org/cacentral

- Discover how to go purple—the color of Alzheimer’s awareness—on Facebook, Twitter and more!
- Join or donate to The Longest Day®—a collection of events held on or around June 21 to honor those facing Alzheimer’s with strength, heart, and endurance. Visit act.alz.org/tld to find a calendar of public events near you or start your own team!
- Attend or support a community fundraiser in your area to help raise funds and awareness for those facing Alzheimer’s disease.
- Educate yourself on the 10 warning signs of Alzheimer’s disease at alz.org/10signs. Call 800.272.3900 to see when the Know the 10 Signs education program will be held in your area or to request the program for your group.
- Learn how you may keep your brain healthy as you age at alz.org/10ways.