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ALZHEIMER'S ASSOCIATION WALK TO END ALZHEIMER'S®
THIS SATURDAY AT TIMES-UNION CENTER FOR THE PERFORMING ARTS ALONG JACKSONVILLE'S RIVERFRONT

Walkers will raise critically needed funds for Alzheimer’s care, support and research. Alzheimer’s disease is the nation’s sixth leading cause of death with numbers rapidly rising. Alzheimer’s is also the only one among the top ten deadly diseases in our country with no known cause, effective treatments or cure.

Jacksonville, FL – November 11, 2013 – The month of November marks the 30th anniversary of President Reagan declaring the first Alzheimer’s Disease Awareness Month and The Alzheimer's Association Central and North Florida Chapter is hosting its annual Walk to End Alzheimer’s® this Saturday, November 16, starting behind the Times-Union Center of Performing Arts and continuing along Jacksonville’s picturesque north bank, Riverwalk.

The Chapter serves more than 23,000 people in North Florida living with Alzheimer’s disease and more than 140,000 in the 31 county territory by providing information, referral, educational programs, training, support groups, care consultations, and safety services. The Chapter also supports Alzheimer’s research and advocacy for public policy issues affecting those with dementia.

DATE, WALK TIME and OFFICIAL START: This Saturday, November 16 – Registration, check-in and photos begin promptly at 8:00am. The official ceremony starts at 9:00am.

LOCATION: The walk will begin behind the Times-Union Performing of Arts Center and continue on the picturesque Jacksonville Riverwalk located downtown.

THE WALK: The Alzheimer’s Association Walk to End Alzheimer’s® is the nation’s largest event to raise awareness and funds for Alzheimer’s care, support and research. Since 1989, the Alzheimer’s Association mobilized millions of Americans and continues to lead the way with the annual Walk to End Alzheimer’s® in hundreds of locations throughout the country.

Walk to End Alzheimer’s® is more than a walk. It is an experience for hundreds of thousands of participants all over America. This year, the Central and North Florida Chapter expects over 2,000 walkers in Jacksonville on Saturday.

BENEFITS TO PARTICIPATING:
Walkers will learn about Alzheimer's disease and how to get involved with this critical cause, from advocacy opportunities, the latest in Alzheimer’s research and clinical trial enrollment to support programs and services.

“There has never been a greater need for the people of Jacksonville and North Florida to join in the fight against Alzheimer’s disease by participating in Walk to End Alzheimer’s®,” said Kay Redington, chief
executive officer for the Central and North Florida Chapter of the Alzheimer’s Association. “Funds raised will provide care and support services to more than 140,000 residents of Central and North Florida living with Alzheimer’s, while also contributing to advancing critically-needed research. There is no cure for Alzheimer’s. You either die from it, or die with it. One in every three seniors dies with Alzheimer’s or another dementia. These numbers should be alarming to everyone.”

**About the Alzheimer's Association**

The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer 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.

**Start or join a team today at alz.org/walk**

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