



## It's Not What You Do—It's Why You Do It That Matters!



**Whatever it is that you love to do—bake, bike, boat, boogie or bowl—please consider doing it to honor all those facing Alzheimer's!**

- Do it for the 47 million people worldwide and 5 million Americans with Alzheimer's
- Do it for the 15 million American's caring for a loved one with Alzheimer's
- Do it for loved ones impacted today –1,309 American's develop Alzheimer's each day
- Do it so loved one's won't be impacted tomorrow— these numbers will triple by 2050

**The Longest Day makes it easy to honor a loved one and join the fight to end Alzheimer's!**

Thousands of Longest Day tributes take place each year between September 21, and June 21, the longest day of the year. Each participant creates their own unique tribute by doing something they love or something special to honor a loved one, at a time that is most convenient for them. Our easy online tools and resources help participants spread the word and rally their friends, family and co-workers in support of the cause. Then, on June 21, the longest day of the year, all participants join us for a special day of honor by sharing their event pictures and stories of the loved one's they honored.

***“My favorite memories are barbequing with my dad—but unfortunately Alzheimer's has robbed him of those memories. Now, each September, I host a barbeque in his honor. We eat, make a toast to his courage, and help raise awareness and funds to end Alzheimer's in our community!”***

In 2017, more than 13,000 people participated in over 5,000 Longest Day tribute events and raised over \$5.5 million in support of the fight to end Alzheimer's. Every dollar raised gets us closer to the first survivor and provides help for those facing Alzheimer's today and hope for tomorrow through research funding. The Alzheimer's Association is the top nonprofit funder of Alzheimer's research in the world. This year, we're counting on you to join the fight too!

## What Will You Do and Why? Who Will You Honor?

Join us for the Longest Day 2018—get started now at [www.alz.org/thelongestday](http://www.alz.org/thelongestday)

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