



Minnesota - North Dakota Chapter

FOR IMMEDIATE RELEASE

Minnesota Landmarks will “Go Purple” on June 20 to Shine a Light on Alzheimer’s & Brain Awareness

Minnetonka, MN (June 18, 2024) — This June, the Alzheimer’s Association Minnesota-North Dakota is recognizing Alzheimer’s & Brain Awareness Month (ABAM) to reduce stigma and encourage conversations about Alzheimer’s and other types of dementia. Minnesota buildings are planning to “go purple” on June 20, 2024 to increase awareness and highlight resources for people impacted by the disease.

Purple is the official color of the Alzheimer’s movement - combining the calm stability of blue and the passionate energy of red. Purple makes a statement about the Association and its supporters: “We are strong and unrelenting in the fight against Alzheimer’s disease.”

The purple building lights will shine in the Minnesota sky the evening of June 20 on the summer solstice - the day with the most light. **Local sites confirmed to outshine the darkness of Alzheimer’s and other dementia by turning their building lights purple include:**

- 35W St. Anthony Falls Bridge
- Allianz Field
- IDS Center
- Target Field
- U.S. Bank Stadium

Each year, community members and organizations create their own fundraising events to honor loved ones and support the services and research of the Alzheimer’s Association - they are called The Longest Day fundraisers. “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 Longest Day events often happen in June, they can take place any day of the year. Events often include baking, biking, hiking, golfing, knitting, playing bridge or board games. For more information or to create an event visit alz.org/thelongestday. Many Minnesota events created by community members are open to the public and listed at bit.ly/TLDEvents.

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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 800.272.3900 for support.