



## Join Us as We Go Purple in June!

June is Alzheimer's & Brain Awareness Month — an opportunity to hold a conversation about the brain, and share the fact that Alzheimer's disease and other dementias are a major public health issue. Everyone who has a brain is at risk to develop Alzheimer's, the only leading cause of death that cannot be prevented, cured or even slowed. During the month of June, the Alzheimer's Association® asks people around the world to wear Purple and use their brains to fight Alzheimer's disease.

The Alzheimer's Association, Southeastern Wisconsin chapter, asks for your support in raising awareness of Alzheimer's disease and the critical importance of early detection and diagnosis by participating in our **Go Purple in June campaign**. I've enclosed a flyer with some easy ways to pump up the PURPLE at your workplace while making it fun for your employees, co-workers or customers! Creativity is encouraged!

Show your true Purple and then promote your efforts via your social media channels! Whether you host a Purple with a Purpose Event, show your love on The Longest Day, June 21, for someone living with Alzheimer's, begin Walk to End Alzheimer's team recruitment or just ask everyone to wear purple on a designated day in June, let the world know! And we will too! Tag us and we will cross promote your efforts to #ENDALZ through our social media channels.

Let's put our Purple to Work to End Alzheimer's!

Your Friends at the Alzheimer's Association, Southeastern Wisconsin Chapter



**ALZHEIMER'S  
& BRAIN**  
awareness month

alzheimer's  association®



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# go purple this june

## SHOW YOUR COMPANY'S COMMITMENT TO ENDING ALZHEIMER'S DISEASE

Join us during Alzheimer's & Brain Awareness Month in June to show the power of purple. To get involved:

- EDUCATE YOUR EMPLOYEES ABOUT ALZHEIMER'S
- GO PURPLE ON SOCIAL MEDIA
- TURN YOUR OFFICE PURPLE OR CREATE A PURPLE-THEMED CAFETERIA
- ENCOURAGE EMPLOYEES TO WEAR PURPLE
- TAKE THE PURPLE PLEDGE
- LAUNCH A CAUSE MARKETING CAMPAIGN OR PURPLE PRODUCT
- HOST A PURPLE WITH A PURPOSE EVENT

For additional ideas or to learn more, call **800.272.3900**, email [corporateinitiatives@alz.org](mailto:corporateinitiatives@alz.org) or visit [alz.org/pledgepurple](http://alz.org/pledgepurple)



## Purple with a Purpose.

Show your support by pre-ordering bulk purchases of the "Purple with a Purpose" Donut. Please complete the form below and give to the cashier.



# 10 WAYS TO LOVE YOUR BRAIN



**START NOW.** It's never too late or too early to incorporate healthy habits.



## HIT THE BOOKS

Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.



## BUTT OUT

Smoking increases risk of cognitive decline. Quitting smoking can reduce risk to levels comparable to those who have not smoked.



## FOLLOW YOUR HEART

Risk factors for cardiovascular disease and stroke – obesity, high blood pressure and diabetes – negatively impact your cognitive health.



## BREAK A SWEAT

Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.



## STUMP YOURSELF

Challenge your mind. Build a piece of furniture. Play games of strategy, like bridge.

**Growing evidence indicates that people can reduce their risk of cognitive decline by adopting key lifestyle habits. When possible, combine these habits to achieve maximum benefit for the brain and body.**

## HEADS UP!

Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.



## BUDDY UP

Staying socially engaged may support brain health. Find ways to be part of your local community or share activities with friends and family.



## TAKE CARE OF YOUR MENTAL HEALTH

Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.



## FUEL UP RIGHT

Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.



## CATCH SOME ZZZ'S

Not getting enough sleep may result in problems with memory and thinking.



Visit [alz.org/10ways](http://alz.org/10ways) to learn more.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS:™

# 10 MANERAS DE CUIDAR SU CEREBRO



**COMIENCE AHORA.** Nunca es demasiado tarde ni demasiado temprano para incorporar hábitos saludables.



## EMPIECE A SUDAR

Realice ejercicios cardiovasculares de manera regular que aumenten la frecuencia cardíaca y el flujo sanguíneo. Recientes estudios comprobaron que la actividad física reduce el riesgo de deterioro cognitivo.



## ESTUDIE

La educación formal ayudará a reducir el riesgo de deterioro cognitivo y demencia. Tome clases en una institución educativa local, en un centro comunitario o en línea.



## DEJE EL CIGARRILLO

Fumar aumenta el riesgo de deterioro cognitivo. Dejar de fumar puede reducir el riesgo a los niveles de aquellas personas que no han fumado.



## SIGA SU CORAZÓN

Los factores de riesgo de las enfermedades cardiovasculares y derrames cerebrales como la obesidad, la hipertensión y la diabetes tienen un impacto negativo en su salud cognitiva.

Existen cada vez más evidencias que indican que las personas pueden reducir el riesgo de deterioro cognitivo si adoptan hábitos de vida saludable. Siempre que sea posible, combine estos hábitos para alcanzar el máximo beneficio del cuerpo y el cerebro.



## PÓNGASE A PRUEBA

Desafíe a su mente. Fabrique un mueble. Pruebe con juegos de estrategia como el Bridge.



## ¡CUIDADO CON LA CABEZA!

Las lesiones cerebrales pueden aumentar el riesgo de deterioro cognitivo y demencia. Utilice el cinturón de seguridad y casco cuando practique deportes de contacto o ande en bicicleta.

## HÁGASE AMIGOS

Mantenerse socialmente activo puede ayudar a mantener sano su cerebro. Descubra maneras de unirse a su comunidad local o de compartir actividades con sus amigos y familiares.



## CUIDE SU SALUD MENTAL

Algunos estudios relacionan la depresión con el deterioro cognitivo. Si está deprimido, se siente ansioso o estresado, busque tratamiento.



## ATRAPE EL SUEÑO

Si no duerme lo suficiente, es posible que tenga problemas de memoria o de habilidades del pensamiento.



## AUMENTE LA ENERGÍA CORRECTAMENTE

Siga una dieta balanceada y consuma muchas frutas y verduras para reducir el riesgo de deterioro cognitivo.



# THE LONGEST DAY<sup>®</sup>

alzheimer's  association<sup>®</sup>

## ALL ABOUT THE LONGEST DAY

The Longest Day<sup>®</sup> is the day with the most light — the summer solstice. On June 21, thousands of participants from across the world come together to fight the darkness of Alzheimer's through an activity of their choice. Together, they use their creativity and passion to raise funds and awareness for the care, support and research efforts of the Alzheimer's Association.

### HOW TO PARTICIPATE

It's easy — choose an activity you like to do and turn it into a fundraiser to fight Alzheimer's! Follow the steps below:

#### 1. Select an activity you love at [alz.org/thelongestday](http://alz.org/thelongestday).

Any activity can be a fundraiser for The Longest Day:

- » If you're a talented baker, invite friends and family to create desserts with you. Then host a bake sale and donate the proceeds as your fundraiser.
- » If you like to golf, host a tournament and ask for donations in lieu of an entry fee.
- » Host a BBQ and ask friends and family for a donation in exchange for a delicious meal.
- » Raise extra funds by adding a silent auction, challenge or competition to your activity. You can even ask for donations instead of birthday gifts!

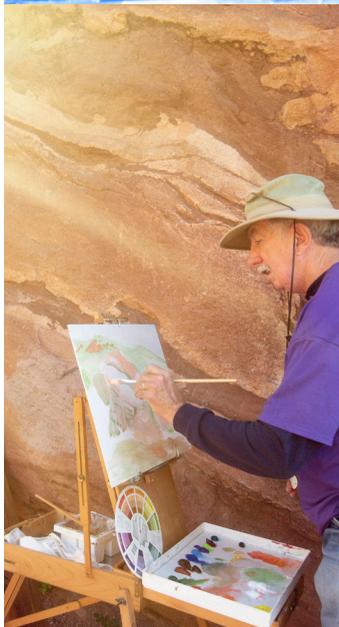
#### 2. Start raising funds now.

To advance critically needed research and provide care and support, each participant is asked to raise funds for the Alzheimer's Association. 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 by:

- » **Making a donation** – Ask friends and family to support you and get active on social media. Create a Facebook Fundraiser in your online Participant Center or share your fundraising page link on Twitter, Instagram and LinkedIn.
- » **Fundraising with you** – Use the prewritten emails in your Participant Center to invite friends, family and coworkers to sign up for your team.
- » **Attending your event or activity** – Invite your community to join you for The Longest Day.

Register now at [alz.org/thelongestday](http://alz.org/thelongestday).





## IDEAS FOR PARTICIPATING ON A WEEKDAY

In 2019, The Longest Day® falls on Friday, June 21. This is a great opportunity to join the fight against Alzheimer's disease by holding a fundraising activity with your colleagues at work. Below are a few ideas on how The Longest Day can fit into your regular weekday schedule.

### Organize an activity at work.

Since The Longest Day falls on a weekday, you may be at your workplace during a large portion of the day — a great reason to hold a fundraising activity with your co-workers! You'll build camaraderie and a sense of pride as you come together for the cause.

- Plan an activity using what's available. Do you have a gym at your workplace? A large field? A game room or pool table?
- Build on existing interests. Is there a knitting or crafting circle at your office? A book club? A group that jogs together after work or plays pick-up basketball during lunch? These groups can be a great starting point when brainstorming activities for The Longest Day.
- Take time off. Many workplaces have policies allowing their staff to take time off for volunteering or wellness initiatives. Either may apply, depending on your activity.
- Get creative. At IBM, each participant baked a family recipe and shared it on social media. They created a custom hashtag to exchange recipes and connect employees on The Longest Day!

### Create an Anywhere Team.

You can live anywhere and participate in The Longest Day. Join with friends and family across the world and form a team that is active from multiple locations, allowing you to cover more ground during work hours. We have tools to help you with scheduling your day and staying connected, even if you aren't face-to-face on June 21!

- Take advantage of different time zones. Friends or family may be able to start earlier or later in the day, depending on where they live. To honor her grandmother, grandfather and aunt, Mindy Reen organized a team with participants in the United Kingdom, United States and Germany.
- Stay in touch. Use text, email and social media to encourage your team and keep track of fundraising progress. Larissa and her sister Teresa led a team with activities in Florida and Puerto Rico. Staying in touch via social media, they raised more than \$10,000.
- Reconnect with friends and former colleagues. Any contact is a potential participant for The Longest Day!

# THE LONGEST DAY<sup>®</sup>

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## Participate in a way that works for you.

While all participants are encouraged to hold their fundraising activity on Friday, June 21, The Longest Day is a flexible event that can be held any day of the week, for any length of time.

- If weekends work better, move your activity to Saturday or Sunday. You'll still have access to the same fundraising tools and coaching.
- Fit your activity into your day. You can embody the spirit of The Longest Day by engaging in your activity before work, on your lunch break or after hours.
- Host a happy hour to recognize The Longest Day. Ask the bar or restaurant to donate a portion of the proceeds to the cause.
- Regardless of when you participate, take to social media on Friday, June 21 and continue fundraising as you share your story about what you did on The Longest Day. Include a link to your participant page in all your posts using #TheLongestDay and #ENDALZ.

For example, Jane hosted a neighborhood picnic on the Saturday before The Longest Day. On June 21, she posted photos from her event and raised an additional \$500 through social media.

**Start now. Select  
your activity at  
[alz.org/thelongestday](https://alz.org/thelongestday)**



# FUNDRAISING IDEAS —FOR WORK!

Car Wash	Host a car wash in your office complex or nearby shopping center. Make signs and advertise around your office.
Bake Sale	Sell cookies, donuts, bagels, popcorn, etc. in exchange for a donation. For additional fun, ask employees to vote on the best item and award the winner a prize.
Drawing for Prizes	For a donation, co-workers are entered into a drawing to win prizes like casual days, prime parking spots, free lunch, gift certificates, etc. Check corporate and municipal policies on games of chance before setting up the drawing.
Executive Dare	Ask a manager or CEO to encourage fundraising by agreeing to do a dare (dye their hair purple, get a pie in the face, etc.) if a team meets a challenge goal.
Lunch with the Boss	Employees who raise \$100 or more are entered into a drawing for lunch with a company executive.
Miniature Golf Putting Contest	Place putting greens around the office, charge a fee and offer prizes!
Penny Wars or Coin Wars	Set up jars representing different teams or departments. Employees can drop their spare change into the jar. Any quarters or paper currency dropped in the jar is subtracted from the total. Employees may “sabotage” another department’s jar by dropping quarters or dollars into it. At the end of the campaign, both positive and negative coins are counted and the group with the most money wins a prize, like a department pizza party.
Birthday Donations	Ask friends, family and co-workers to make a donation in honor of your birthday (or the birthday of someone you are honoring). You could even host your own birthday party and ask attendees to support your fundraising in lieu of a gift to you.
Bake-off/Cook-off	Find out which of your co-workers is a whiz in the kitchen. Organize a contest to see who makes the best baked goods, chili, sides or anything you like. Fundraise by asking chefs for a donation to enter and colleagues to donate for a taste of all the dishes.
Personal Vending Machine	Have you ever wondered how much money the vending machine at work clears in a single week? Find out! Purchase some of the office favorites in bulk (or better yet, have them donated) and sell them from your desk for \$1 or \$2.
Happy Hour	Team up with a restaurant near your workplace for a happy hour fundraiser. Many establishments will donate a portion of the proceeds from food and drink to the cause.