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AUSTIN RESIDENTS CREATIVELY RAISE AWARENESS AND FUNDS TO FIGHT ALZHEIMER'S FOR THE LONGEST DAY

Local residents join the Alzheimer's Association to shine light on Alzheimer's and all other dementias

AUSTIN, TEXAS, APRIL 28, 2022 – On June 21, the summer solstice and the day with the most light, Central Texas residents will join advocates across the world for The Longest Day® to fight the darkness of Alzheimer's.

While The Longest Day fundraiser culminates on the summer solstice and coincides with Alzheimer's & Brain Awareness Month® in June, The Longest Day is a year-round DIY fundraiser beginning in September and running through the end of August each year. Fundraisers can participate in an activity of their choice, and together, they will use their creativity and passion to raise critical funds and awareness to advance Alzheimer's Association® care, support and research programs. The Longest Day honors the more than 6 million Americans living with Alzheimer's and more than 11 million family members and friends providing care and support, including the more than 400,000 people living with Alzheimer's in Texas and more than 1,085,000 family members and friends caring for them in this state.

The Longest Day participants can support the event through activities – biking, hiking, playing bridge, knitting and more – or through events taking place at local businesses, such as give-back events, or any other creative idea. Capital of Texas Chapter staff are available to help participants brainstorm on their activity.

One event coming up soon is [ATX Paddle to Remember](#) on May 6 at the Rowing Dock in Austin. This event, hosted by participant Jim Kochanski, invites you to paddle on Lady Bird Lake in your choice of a kayak, canoe or stand up paddleboard (SUP). Admission begins at \$30, and every registration gets entered into a raffle for prizes from sponsors like Yeti, REI, Amy's and Fresas. All proceeds benefit the Alzheimer's Association.

Pat Miller, the Capital of Texas Chapter's Board Chair, has been involved in The Longest Day for three years. A staff member guided him to make his fundraiser about something he enjoyed – in his case, fishing. The first year, he had a fishing photo contest, followed by expanding the idea into a raffle for a custom fishing rod last year, which raised approximately \$4,500. He says, "like anything custom, it's kind of fun to have something special like that." This year, he is making a [custom fishing rod](#) as well, and his fundraising is already underway. He says he enjoys participating in TLD, because "you can make it what you want it to be and be creative with it."



“Everything is in memory of my mom,” he says. “It’s my mission to let others know about those resources. All I want to do is let people know about the services that are available.”

Courtney Joyner, owner of [Brush Strokes Pottery](#), plans to participate in The Longest Day in memory of her mom as well. She has been selling “Cactus for a Cause” for a while, purple cacti whose proceeds benefit the Association, and that she says “bring a sense of light and joy into a dark time.” She will also host an upcoming creative event for families to help create special memories with their loved ones with Alzheimer’s or dementia.

Visit alz.org/thelongestday for more information and to register.

About the Alzheimer’s Association®

The Alzheimer's Association leads the way to end Alzheimer's and all other dementia — by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Our vision is a world without Alzheimer's and all other dementia®. For more information, visit alz.org or call the 24/7 Helpline at 800.272.3900.