

FOR IMMEDIATE RELEASE:

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**JUDY MAGGIO TO EMCEE ALZHEIMER'S ASSOCIATION WALK TO END
ALZHEIMER'S AUSTIN ON NOV. 4**

*Walk to End Alzheimer's is World's Largest Event Dedicated
to Alzheimer's Care, Support and Research*

AUSTIN, TX, 10/25/23 – Beloved broadcaster Judy Maggio will emcee the Walk to End Alzheimer's® Austin to be held at the Circuit of The Americas on Saturday, November 4, 2023, at 9 a.m. Maggio — like so many people involved in the Walk from volunteers and staff to participants and sponsors — has a personal connection to the cause.

"I'm thrilled to emcee the 2023 Walk to End Alzheimer's in Austin," said Maggio. "I lost my sweet mom to this heartbreaking disease 13 years ago. So, I'll be walking to honor her and to help the Alzheimer's Association raise money for care, support and research to find a cure."

On Walk day, participants honor those affected by Alzheimer's with the poignant Promise Garden ceremony — a mission-focused experience that signifies solidarity in the fight against the disease. The colors of the Promise Garden flowers represent people's connection to Alzheimer's — their personal reasons to end the disease.

"I participate in the Walk to End Alzheimer's to honor my grandmother, who passed away from dementia, as well as the many patients and family caregivers who have graciously allowed me to support them on their journey," said Alyssa Aguirre, LCSW-S, Alzheimer's Association Capital of Texas Chapter board chair, social worker at the Comprehensive Memory Center at UT Health Austin, and assistant professor of practice at the Steve Hicks School of Social Work.

This year's Walk sponsors include Circuit of The Americas; Cognizant; Arm; Baylor, Scott & White Health Plan; BrainCheck; Heart to Heart Hospice; Lower Colorado River Authority; Mortgage ATX; UT Austin Health; and Vitas Healthcare.

"The fight against Alzheimer's disease is a cause close to my heart, not only because of the work we do, but because my father-in-law's battle with the disease showed me and my family the urgency of this mission," said Kim Rodriguez, CEO of BrainCheck, an Austin-based company dedicated to enhancing cognitive health.

More than 6 million Americans are living with Alzheimer's disease in the United States. Additionally, more than 11 million family members and friends provide care to people living

with Alzheimer's and other dementias. In Texas alone, there are more than 400,000 people living with the disease and 1 million caregivers. It's estimated that more than 14,000 seniors in Travis County have Alzheimer's Disease.

“If there is one thing that I've learned from my patients, it is that there is hope for creating new memories, love, laughter and new connections after a diagnosis of Alzheimer's disease,” said Aguirre.

To register and learn more about this year's Alzheimer's Association Walk to End Alzheimer's Austin, visit act.alz.org/austin.

Alzheimer's Association Walk to End Alzheimer's®

The Alzheimer's Association Walk to End Alzheimer's is the world'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 in the Alzheimer's Association Memory Walk®; now the Alzheimer's Association is continuing to lead the way with Walk to End Alzheimer's. Together, we can end Alzheimer's.

Alzheimer's Association®

The Alzheimer's Association is a worldwide voluntary health organization dedicated to Alzheimer's care, support and research. Its mission is to lead 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. Visit alz.org or call 800.272.3900.

Capital of Texas Chapter

As one of 75 chapters of the Alzheimer's Association, the Capital of Texas Chapter provides information, education and support to people with Alzheimer's and other dementias, their families and caregivers.

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