



alzheimer's  association®

## 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. Alzheimer's disease is the sixth leading cause of death and impacts more than 6 million people. In Wisconsin alone, there are 120,000 living with Alzheimer's and 196,000 serving as caregivers.

During the month of June, the Alzheimer's Association® asks people around the world to wear Purple to raise awareness of Alzheimer's disease and the importance of brain health.

We encourage local business, senior communities and faith communities to organize a Go Purple campaign in June. Engage your community and workplace to pump up the PURPLE!

## The Day With the Most Light is the Day We Fight!®

The Longest Day is the day with the most light — the summer solstice. On June 20, people from across the world will fight the darkness of Alzheimer's through a fundraising activity of their choice. This is another opportunity for you to show your love during the month of June.

Show your true Purple and then promote your efforts via your social media channels! Let's put our Purple to Work to End Alzheimer's!

Your Friends at the Alzheimer's Association, Wisconsin Chapter



[www.alz.org/wi](http://www.alz.org/wi)  
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