

The Longest Day Volunteers

“Virtual Shortest Run for the Longest Day”

Vesta Senior Network

For one Wisconsin elder care company, participating in The Longest Day is a natural fit for them. “As elder care advocates, we are first-hand witnesses to the impact that an Alzheimer’s diagnosis has on the individual, as well as to the loved ones who become caregivers,” says Pam Foti, Vesta Senior Network Co-Owner and Elder Care Consultant. “We want to take this day to bring awareness to their struggles and raise funds that will not only help the Alzheimer’s Association, but also provide essential support and services for caregivers.”

This will be the 5th year “Team Vesta” is participating in The Longest Day fundraiser. In the past 4 years, they have raised over \$30,000. This year, their goal is to raise \$7,000. “Team Vesta” will be hosting ***The Virtual Shortest Run for the Longest Day***, a .0620 mile run that will be held on 06.20.20. The length of their race is significant, as June 20th represents the longest day of the year and the day that the Alzheimer’s Association raises funds to fight the darkness of the disease.

“This year more than ever, critical funds are needed to support the Alzheimer’s Association,” says Foti. “We have seen the devastating impact that the isolation has had on those with the disease, as well as those who love them. The Alzheimer’s Association has had a significant increase in calls to their helpline, and they have created virtual support groups. They are reaching people they have never reached before!”

“Team Vesta” has 100% employee engagement in the event and has had more than 60 participants in previous years, including employees, colleagues, friends and family. To join virtual “Team Vesta” or donate to their cause visit: <http://act.alz.org/goto/TEAMVESTA>



The Longest Day is an annual event held on the summer solstice – the day with the most light. On June 20 (and leading up to it), people from across the world will fight the darkness of Alzheimer’s through a fundraising activity of their choice.



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