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ALZHEIMER’S ASSOCIATION RIVALZ® WILL KICKOFF IN PITTSBURGH

Participants Tackle Alzheimer’s by Raising Awareness and Funds

[PITTSBURGH, PA, MAY 31] – On June 25 at the LT. J.C. Stone Field in North Park, the Alzheimer’s Association RivALZ® flag football game will kickoff at 10 a.m. The two teams, Team Black and Team Gold, aim to increase awareness of Alzheimer’s disease among a new generation. Funds raised will benefit the care, support, advocacy and research efforts of the Alzheimer’s Association. According to the Alzheimer’s Association 2016 Alzheimer’s Disease Facts and Figures, nearly two-thirds of Americans with Alzheimer’s disease are women.

RivALZ is a volunteer event driven by young women, the first game formally known Blondes vs Burnette’s was held in Washington D.C. in 2005. Since its inception, RivALZ has expanded to more than 35 cities, including Boston, Buffalo, Denver, Houston, Kansas City, Los Angeles, Minneapolis-St. Paul, New York and now Pittsburgh. Together, RivALZ has raised more than $5 million in an effort to tackle Alzheimer’s disease.

“Last summer I spent time volunteering for the annual Walk to End Alzheimer’s. During that time, I heard about the RivALZ event being held in other cities nationwide. When I learned the event was going to be held in Pittsburgh I was excited to be involved in making it a success,” said Victoria Price, Team Gold Captain, “My grandfather suffered from Alzheimer’s disease for eight long years before he passed. Bringing the RivALZ event to the city of Pittsburgh will help raise awareness to those suffering with Alzheimer’s but also to their families and caregivers.”

In addition to the headlining RivALZ flag football game, spectators will enjoy in game commentary from 96.1 KISS’s Tall Cathy, in game treats from Dunkin Donuts and Buffalo Wild Wings. Players will receive practice and game day jerseys provided by Professional Graphic Communications Inc. We are also proud to announce Loving Kindness Healthcare Systems as our presenting sponsor.

“Engaging the younger generations in the fight to end Alzheimer’s is so important and essential to the Association’s advances in research, education and support services,” said Stephanie Provenzano, Special Events Coordinator with the Alzheimer’s Association Greater Pennsylvania Chapter, “Today, 5.4 million Americans are living with Alzheimer’s disease, including an estimated 200,000 under the age of 65. By the time this generation fits into that age group in 2050, up to 16 million will have the disease.”

Alzheimer’s disease is a growing epidemic and the nation’s sixth leading cause of death. More than 5 million Americans are living with Alzheimer’s costing the nation $236 billion. In Pennsylvania alone, there are 250,000 people living with Alzheimer’s.

For more information about Alzheimer’s disease or RivALZ, go to alz.org/PA or call 800-272-3900.

Alzheimer’s Association®
The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer’s care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s. Visit alz.org™ or call 800.272.3900.

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