



the compassion to care, the leadership to conquer

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**Alzheimer's Association's Memory Walk® Raises Hope and Funds
for East Central Iowa Families Battling Disease**

Walks Raise Over \$185,000 to Continue Fight Against Alzheimer's Disease

More than 1,100 East Central Iowa residents took steps to help end Alzheimer's disease on Saturday, September 9th in Cedar Rapids, Waterloo, Coralville and West Union at the annual Alzheimer's Association's Memory Walk, raising more than \$185,000, a record for the chapter. All money raised through Memory Walks will fund research, care and support by the Alzheimer's Association.

"The Alzheimer's Association is very encouraged by the number of teams and individuals who turned out to join the fight against Alzheimer's disease at this year's Memory Walks," said Kelly Hauer, executive director of the Alzheimer's Association East Central Iowa Chapter.

"Alzheimer's disease has touched the lives of many families in this community. With funds raised at this year's Walks, the Alzheimer's Association will continue to provide much needed care and support services to those who need them."

The Alzheimer's Association's Memory Walk, nationally presented by Genworth Financial, is the largest national fundraising event for support programs for Alzheimer's disease. Creative Memories and Kindred Healthcare, Inc. are national sponsors. Care Initiatives served as the Statewide Presenting Sponsor for the events.

"The Alzheimer's Association encourages all East Central Iowa residents to take part in healthy aging, learn more about the disease and stay active in the fight to conquer Alzheimer's," said

Hauer. If individuals would still like to make a donation toward the Memory Walk, they can visit www.alzeci.org or call 319-294-9699.

An estimated 4.5 million Americans have Alzheimer's disease. The number of Americans with Alzheimer's disease will continue to grow – by 2050 the number of individuals with Alzheimer's could range from 11.3 million to 16 million.

The Alzheimer's Association, the world leader in Alzheimer research and support, is the first and largest voluntary health organization dedicated to finding prevention methods, treatments and an eventual cure for Alzheimer's. For more than 25 years, the donor-supported, not-for-profit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes.

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