



**FOR IMMEDIATE RELEASE**

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## **MEMORY WALK RAISES AWARENESS AND FUNDS TO SUPPORT THE MISSION OF THE ALZHEIMER'S ASSOCIATION**

*Events Take Place From September 17 – October 2*

**CAMBRIDGE, MASSACHUSETTS** – For the thirteenth year, the Alzheimer's Association is encouraging people to take steps to end Alzheimer's at Memory Walk. In order to make the event convenient for all participants, the Alzheimer's Association will hold Memory Walk at ten locations throughout Massachusetts. Dates and locations are:

Cheshire – Farnam's Road Causeway	Saturday, September 17 <sup>th</sup>
Worcester – Worcester Senior Center	Sunday, September 18 <sup>th</sup>
Fall River – Bristol Community College	Sunday, September 18 <sup>th</sup>
Plymouth – Plimoth Plantation	Sunday, September 18 <sup>th</sup>
Topsfield – Bradley Palmer State Park	Saturday, September 24 <sup>th</sup>
Athol – Athol/Royalston Middle School	Saturday, September 24 <sup>th</sup>
Lowell – Boarding House Park	Sunday, September 25 <sup>th</sup>
Westfield – Stanley Park	Sunday, September 25 <sup>th</sup>
Walpole – Bird Middle School	Saturday, October 1 <sup>st</sup>
<b>Greater Boston – Cambridge/Boston</b>	<b>Sunday, October 2<sup>nd</sup></b>

This year, *Memory Walk* participants in Massachusetts have set a goal of \$1,250,000 in pledges. All of the funds raised from *Memory Walk* stay in the community to fund research as well as provide care and support for individuals and families touched by Alzheimer's.

Some of the support programs funded by *Memory Walk* include:

- **Helpline** – Each year, *Helpline* counselors who have been educated and trained in all aspects of Alzheimer's disease assist 8,000 people in Massachusetts with Alzheimer's, their families and professional caregivers. Helpline is available 24/7.
- **Safe Return** – The Alzheimer's Association operates the emergency *Safe Return* program 24 hours a day in order to locate people with Alzheimer's who have wandered and become lost.

- **Support Groups** – Assisted 160 Alzheimer support groups in guiding patients and families.
- **Government Involvement** – Advocated at the local, state and federal level to ensure access to quality community and long term care.
- **Outreach Programs** – Coordinated outreach programs to underserved and multicultural populations.
- **Early Stage Patient Programs** – Offered both support groups and educational seminars to assist individuals in the early stages of memory loss to cope with and manage the disease.
- **Family Education Programs** – Offered programs on research, the importance of diagnosis and treatment, legal issues, care planning, safety issues and more at numerous locations throughout the state.

“Actively working in the field of Alzheimer's research, I know how urgently important it is that we find ways of helping our patients,” said Bradley T. Hyman, MD, PhD and Statewide Medical Chair for the 2005 Massachusetts Memory Walk. “Memory Walk is a day to come together to generate awareness and the much needed funds to continue the work of the Alzheimer's Association.”

More than 4.5 million Americans have Alzheimer's disease, including 140,000 right here in Massachusetts. These numbers will grow dramatically in the coming years as our population ages. Alzheimer's is a degenerative disease of the brain for which there is no known cure. It impairs the brain's ability to remember, reason and make judgments.

The Alzheimer's Association, the world leader in Alzheimer research and support, is a voluntary health organization dedicated to finding preventions, treatments and, eventually, a cure for Alzheimer dementia. The organization's mission is to eliminate Alzheimer's disease through the advancement of research and to enhance quality care and support for individuals, their families and care partners.

"The programs supported by the Alzheimer's Association are critical to the lives of those affected with the disease and their family members," said Congressman Edward Markey, Statewide Honorary Chair for the 2005 Massachusetts Memory Walk. "Having been affected by my mother's bout with Alzheimer's, I know that it is an equal opportunity disease that doesn't discriminate on the basis of race, gender, or culture. Participating in Memory Walk will truly make a difference in the life of someone dealing with this devastating disease."

For more information about Alzheimer's disease, and how to walk in or volunteer for the **Greater Boston Memory Walk**, contact the Alzheimer's Association at **(617) 868-6718** or **info@memorywalkma.org**. Visit the Massachusetts Memory Walk web site at **www.memorywalkma.org** for more information about all ten Memory Walks taking place in Massachusetts from September 17 – October 2, 2005.