

Health Awareness

Give A Day To Those Facing Alzheimer's

(NAPSA)—Across the U.S., more than five million people are living with Alzheimer's disease every day and more than 15 million Americans are their caregivers. On one day, everyone can join together to show those facing Alzheimer's that they are not alone.

The Alzheimer's Association is calling on people around the world to honor the strength, passion and endurance of those facing Alzheimer's by getting involved in The Longest Day.

The Longest Day is a sunrise-to-sunset challenge to raise awareness and funds to fuel the care, support and research programs of the Alzheimer's Association. Alzheimer's disease is a growing epidemic and is the nation's sixth leading cause of death. It is the only cause of death among the top 10 without a way to prevent, cure or even slow its progression. On June 21, 2013, participants of The Longest Day will honor the year-round efforts of those living with Alzheimer's disease and their caregivers.

Held on the longest day of the year, this event challenges people to choose an activity and complete 16 hours of it as a team. Thousands are expected to join in such awareness and fundraising efforts as relay-style running, marathon games of bridge at one of the 3,200 American Contract Bridge League locations, and hiking the Grand Canyon.

"The Longest Day is an opportunity to do what you love from sunrise-to-sunset, and make an impact for millions of people worldwide who bravely face Alzheimer's disease every day," said Angela Geiger, chief strategy officer, Alzheimer's Association. "We applaud those who will stand up to show the world that we're in it until Alzheimer's is finished."



Thousands will spend The Longest Day honoring those facing Alzheimer's disease.

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Its 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.

The Association provides care and support across the country through a free 24/7 Helpline, website, educational sessions and support groups. The organization also advocates for people facing Alzheimer's, helping to pass landmark legislation such as the National Alzheimer's Project Act that mandated a coordinated national plan to address Alzheimer's disease. As the largest nonprofit funder of Alzheimer's research, the Association has been part of every major research advancement over the past 30 years.

To start or join a team, make a donation or learn more, visit www.alz.org/thelongestday or www.facebook.com/fightalz.

Get Involved

You can be part of the effort to create and maintain the Alzheimer's Association's care, support and research programs. To learn more, visit www.alz.org/thelongestday or www.facebook.com/fightalz. Learn more about Alzheimer's disease at www.alz.org and (800) 272-3900.