

# SAVE THE DATE!

**Walk to End Alzheimer's** - La Crosse, WI

September 19, 2020

Registration at 8am, Walk Begins 9:30am

Myrick Park Main Shelter



## YOU CAN HELP END ALZHEIMER'S.

The Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser to fight the disease — and we couldn't do it without you. Thank you for raising critical awareness and funds for Alzheimer's care, support and research.

Keep up the momentum by registering for your 2020 Walk to End Alzheimer's event. Registration is open at [alz.org/walk](https://alz.org/walk) and now is the time to start recruiting team members and fundraising.

Looking to get more involved with the event? Visit [alz.org/walkvolunteer](https://alz.org/walkvolunteer).

2020 NATIONAL PRESENTING SPONSORS

Edward Jones®  CVS Health

# JOIN THE FIGHT FOR ALZHEIMER'S FIRST SURVIVOR.



**La Crosse, WI**  
**September 19, 2020**  
**Myrick Park Main Shelter**



**REGISTER TODAY.**  
**800.272.3900**  
**alz.org/walk**

## WALK TO END ALZHEIMER'S

The Alzheimer's Association Walk to End Alzheimer's is the world's largest event to raise awareness and funds for Alzheimer's care, support and research. Held annually in more than 600 communities nationwide, this inspiring event calls on participants of all ages and abilities to join the fight against the disease.

## WALK TO END ALZHEIMER'S STANDARDS

The success of Walk to End Alzheimer's, and our efforts to raise awareness and funds to advance the care, support and research efforts of the Alzheimer's Association, relies on a consistent nationwide foundation with opportunities for local innovation.

## ABOUT THE ALZHEIMER'S ASSOCIATION

The Alzheimer's Association® is the 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®.

### **We provide care and support to all those facing Alzheimer's.**

Worldwide, an estimated 47 million people are living with Alzheimer's. In the United States alone, more than 5 million are living with the disease, and over 15 million are acting as caregivers. To support these individuals, the Association offers:

- Online message boards through ALZConnected® (alzconnected.org), a free service that allows those with the disease and their caregivers to exchange information and build relationships.
- In-person support groups, connecting those facing the disease with a network of help in their community.
- A free nationwide 24/7 Helpline (800.272.3900) — receiving nearly 300,000 calls annually — staffed by specialists and master's-level clinicians who provide support, offer information and suggest referrals, all day, every day.





alzheimer's association®

800.272.3900 | [alz.org](https://alz.org)®

**We drive research toward treatment, prevention and, ultimately, a cure.**

As the world's largest and most impactful nonprofit funder of Alzheimer's disease research, the Alzheimer's Association invests in innovative projects — from promising early studies to complex international collaborations — that hold the most potential to rapidly accelerate progress and change the devastating trajectory of the disease.

**We advocate for the needs and rights of people facing Alzheimer's.**

The Alzheimer's Association is the leading voice for Alzheimer's advocacy. Your dollars fuel our efforts to advocate at the global, federal and state levels for the support our movement needs.

- The Association helped to pass landmark legislation such as the National Alzheimer's Project Act, which mandated the creation of a national plan to fight Alzheimer's disease. The plan addresses the rapidly escalating Alzheimer's crisis and coordinates efforts toward its first goal to prevent and effectively treat Alzheimer's by 2025.

Kari Paterson  
Executive Director  
[kpaterson@alz.org](mailto:kpaterson@alz.org)



# Request use of Myrick Park for the Walk ceremony and event (a community fundraiser)

- The day of walk will accept walk on registrations/contributions
- Most of the participant volunteers have completed registration and fundraising online, prior to the morning of the Walk.
- The walk has 2 route lengths, 1 mile and 2 mile Marsh loop.
- Walk is primarily run by community volunteers and committee with the support of the Alzheimer's Association Wisconsin Chapter.
- Security for crowd control and safety is hired by local law enforcement on the day of Walk.
- Interior used for family resources/info Exterior ceremony & Walk

