



**WHAT:** The 20<sup>th</sup> Annual Walk to End Alzheimer's is a 2K fun walk to benefit the Metro Detroit Region of the Greater Michigan Chapter Alzheimer's Association. Walk to End Alzheimer's is the National Signature Fundraising Event for the Alzheimer's Association, with participation including 80 chapters from all 50 states across the USA.

The Metro Detroit Region has set a **goal of raising \$450,000 - with a team of 5,000 walkers** – all joining together to raise funds in support of education, training, adult daycare services, advocacy, and support group services to residents with Alzheimer's disease and their families in Wayne, Oakland, Macomb, Sanilac & St. Clair counties.

**WHERE:** The Detroit Zoo, Royal Oak, Michigan

**WHEN:** Saturday, August 27, 2011  
Registration: 7:30 a.m.  
Walk begins: 8:30 a.m.

**WHO:** All are welcome!

**WHY:** **Alzheimer's disease affects over 5.3 million Americans, over 75,000 in the Detroit metropolitan area.** About 19 million Americans say they have a family member with Alzheimer's disease. By the time the baby boomers reach the age of greatest risk, there will be 14 million Alzheimer's victims. Money raised through the Walk to End Alzheimer's provides education, training and support services for individuals with Alzheimer's and their families in our community.

**HOW:** Registration is available on-line at [alz.org/gmc](http://alz.org/gmc) -- follow the Walk to End Alzheimer's link. Walkers can participate as individuals or in teams. Teams can be corporate, families, friends, co-workers or any other organized group ready to have fun, walk and raise money for a great cause.

**Register early and receive FREE REGISTRATION!!!** Once registered you will also receive your Welcome Walker Packet with all the tools to have a successful Walk to End Alzheimer's fundraising experience. Walk-ins are welcome with **a minimum \$ 15 donation per person on the day of the Walk.** A fabulous incentive prize structure is once again in place this year so check-it out at [alzgmc.kintera.org](http://alzgmc.kintera.org). All registered participants are required to turn in pledges the day of the event to be eligible for incentive prizes. **Don't delay - register today!**

**For more information, please contact:**  
**Shelly Robertson, Special Events Manager**  
Alzheimer's Association  
20300 Civic Center Drive, Suite 100  
Southfield, MI 48076  
248.996.1049 or [shelly.robertson@alz.org](mailto:shelly.robertson@alz.org)