



Health Matters

Spend The Longest Day Honoring Those Facing Alzheimer's

(NAPS)—Across the U.S., more than 5 million people are living with Alzheimer's disease every day and more than 15 million Americans are their caregivers. On June 21st, the longest day of the year, everyone can show those facing Alzheimer's that they are not alone.

Here's How

The Longest Day is a sunrise-to-sunset challenge to raise funds and awareness to fuel the care, support and research programs of the Alzheimer's Association.

The event challenges people to choose an activity they love—running, knitting, cooking—and complete 16 hours of it as a team. For example, last year more than 160 American Contract Bridge League clubs participated in the event and raised more than \$575,000.

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. Participants in The Longest Day are part of a movement to raise funds and awareness for the cause during Alzheimer's & Brain Awareness Month in June—an opportunity to hold a global conversation about the brain, Alzheimer's disease and other dementias.

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 21st, participants of The Longest Day complete a day filled with activity to honor those living with Alzheimer's disease and their caregivers.

The Alzheimer's Association is the world's leading voluntary



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

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 and 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. As the largest nonprofit funder of Alzheimer's research, the Association has been part of every major research advancement over the past 30 years.

Start a Team

To start or join a team, visit www.alz.org/thelongestday. For more information about Alzheimer's disease, visit alz.org or call (800) 272-3900.

Get Involved

On June 21, 2014, participants in The Longest Day will raise funds to fuel the care, support and research programs of the Alzheimer's Association. To learn more, visit alz.org/thelongestday or facebook.com/fightalz.