

Walk 4 Alzheimers

PHILANTHROPIC HONORARY WALK

**WALK
TO
END**
ALZHEIMER'S
ALZHEIMER'S ASSOCIATION



Step by Step, We're Making Memories Matter: Join Us
for Walk 4 Alzheimer's – Together, We Can Take Strides
Toward a Cure!

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Introduction

Join us in 2025 for the Walk to End Alzheimer's, the biggest national event organized by the Alzheimer's Association. This event aims to raise money and awareness for Alzheimer's studies and treatment and to support those with the disease as well as their families. This communal occasion hopes to gather and connect those impacted by Alzheimer's, as well as pay tribute to those who are affected by this disease. Those who participate in the Walk to End Alzheimer's make vital contributions that help to advance both the resources and treatment for Alzheimer's and inspire a brighter future for millions of individuals with each step they take. If you would like to move towards an Alzheimer-free world, come walk with us!

Walk to End Alzheimer's San Diego
NTC Park at Liberty Station
info@alzsd.org

Contact:

Mandy Shefman

Manager of the San Diego Walk for Alzheimer's

Phone: 619-329-1310

Email: mlshefman@alz.org

Our website: https://act.alz.org/site/TR/Walk2024/CA-SanDiegoImperial?fr_id=17487&pg=entry



FOR IMMEDIATE RELEASE:

Dec 11th 2024 Contact: Mandy Shefman
Manager for Walk 4 Alzheimer's San Diego
Phone: (619) 329-1310 Email:
mlshefman@alz.org

**Walk in solidarity and support of those who are battling with
Alzheimer's**

SAN DIEGO, CA - "I walk so another 20-year-old college student doesn't return home for summer break to find out her dad has Alzheimer's" says Jordan Irving, a frequent participant at Walk 4 Alzheimer's. "I walk for my dad and everyone living with this horrific disease. I walk for my mom and all dementia caregivers. I walk to raise awareness and funds so there can one day be a cure." This testimonial comes from one person out of thousands of those who have been affected or know of someone affected by the terrible disease that is Alzheimer's.

Want to join in on the cause? Then come down to Liberty Station this fall to join thousands of participants and the Walk 4 Alzheimer's team. This organization hosts a 2.75-mile walk in honor of the 100,000 San Diego residents living with Alzheimer's. The event is meant to spread awareness about the disease, support the individuals fighting it, and raise money to support research to end Alzheimer's. The "Alzheimer's Association Walk to End Alzheimer's" walk is the largest event to raise funds and awareness for the care, support, and research efforts of the Alzheimer's Association. It's held annually in more than 600 communities nationwide.

"It was incredibly easy to show up and support the cause," said Lily Demman, a participant at this year's walk. "I got to go on a really enjoyable stroll through Liberty Station



with my friends and it was for a great cause. What's not to love?" Signing up for the walk is super simple, all the organization asks beforehand is that all participants sign a simple waiver.

During the event, program participants are able to join in on a special tradition, in which Promise Garden Flowers are disrupted. The program asks that you choose a flower color that best represents your connection to the disease. The colors being:

- **Blue** represents someone living with Alzheimer's or another dementia
- **Purple** is for those who have lost someone to the disease.
- **Yellow** represents someone who is currently supporting or caring for a person living with Alzheimer's.
- **Orange** is for those who support the cause and the Association's vision of a world without Alzheimer's and all other dementia.

Through these dedicated walks, Walk 4 Alzheimer's San Diego has been able to raise around \$500,000 annually. With continued support from companies and individuals, we hope to continue to push our standard of giving and help raise more in hopes of finding a cure.

Though there is no fee to join in on the walk, for those feeling extra generous, Walk 4 Alzheimer's encourages all to make a difference and asks that all participants make a personal donation and commit to raising funds in the fight against Alzheimer's.

For more information about this event, or Alzheimer's San Diego please visit https://act.alz.org/site/TR?sid=23932&type=fr_informational&pg=informational&fr_id=17487

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< Inbox



Mandy

To: mlshefman@alz.org >

12/11/2024

Walk 4 Alzheimer's

FOR IMMEDIATE RELEASE:

Dec 11th 2024

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For more information about this event, or Alzheimer's San Diego please visit
<https://act.alz.org>

Best Regards,

Mandy Shefman

Manager of the San Diego Walk for Alzheimer's

Phone: 619-329-1310

Email: mlshefman@alz.org





Walk 4 Alzheimer's 

@alzassociation



Join us for Walk 4 Alzheimer's at NTC Park this Saturday at 9! Walk in solidarity and support of those who are battling with Alzheimer's. Together, We Can Take Strides Toward a Cure!

12:46 PM · Dec 11, 2024

571 Retweets **26** Quote Tweets **5.7K** Likes





Fact Sheet

- The Alzheimer's Association was founded on April 10th, 1980, with Jerome H. Stone as founding president (Alzheimer's Association)
- Each year, almost 500,000 new cases of Alzheimer's disease are diagnosed in the United States (Alzheimer's San Diego)
- Around 6.7 million Americans over the age of 65 are living with Alzheimer's (National Institute of Health)
- The Alzheimer's Association uses flowers to portray the impact that the disease has on those who experience it and their families, as well as to represent the organization's commitment to ending Alzheimer's (Alzheimer's Association)
- The Walk to End Alzheimer's is held every year in over 600 communities in the United States (Alzheimer's Association)
- The Walk to End Alzheimer's is the world's largest fundraising event for Alzheimer's support, research, and care (Alzheimer's Association)
- In 2024, the San Diego Walk to End Alzheimer's raised \$470,321 of their \$505,000 goal (Alzheimer's Association)
- In 2024, there were 1,806 participants in this San Diego fundraiser (Alzheimer's Association)
- The Walk venue opens at 8 AM, there is an Opening Ceremony that starts at 9 AM and the Walk itself commences at 9:30 AM (Alzheimer's Association)
- Attendees of the event are provided with complimentary snacks and beverages (Alzheimer's Association)
- Entertainment is offered through live music and attendants get to listen to personal testimonies from people whose lives have been impacted by Alzheimer's (Alzheimer's Association)



Background

The Alzheimer's Association was originally founded in 1980 by a group of research-interested individuals and caregivers for families who recognized the need for an organization that worked towards ending Alzheimer's. The founding president, Jerome H. Stone, helped found the organization when his wife, Evelyn, was diagnosed with the disease in 1970. At the time, information on the disease was limited, which led Stone to take a disease that was cloaked in uncertainty and thrust it into a global conversation.

With locations such as a public policy office in Washington D.C. and headquarters in Chicago, their presence is prevalent in cities all over the United States. Since its establishment, the Alzheimer's Association has promoted and funded Alzheimer's awareness, research, and care for those impacted by the disease.

In addition to all the help they provide, the organization offers over 2,000 support groups for those impacted by Alzheimer's, as well as a 24-hour telephone hotline for those in need of aid. In 2022, the Alzheimer's Association provided support over 7.1 million times, and in 2023, they raised over \$374 million through events, donations, and marketing. The Alzheimer's Association organizes The Walk to End Alzheimer's in over 600 places nationwide each year, making it the top voluntary health organization for combating Alzheimer's.



Additional Materials

- At the event, offer additional information packets for ways of continued involvement
 - Other events, ways of donating, volunteering opportunities, etc.
- Videos produced and added to Walk 4 Alzheimer's website
 - ,i.e., Thank-you videos from caregivers, doctors, and those afflicted with the disease
 - Include:
 - B-roll film from the walk
 - Upbeat music
 - Purple colors that are associated with branding
- Additional social media posts
 - Post snippets of personal testimonies and link full stories back to the website
- Billboards
- Additional advertising
 - PSA's
 - Social Media Ads
 - TV Ads