

FOR IMMEDIATE

alzheimer's  association®
central & north florida chapter

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ALZHEIMER'S ASSOCIATION'S WALK TO END ALZHEIMER'S® IN DAYTONA BEACH HOPES TO RAISE OVER \$70,500 FOR THE NATION'S SIXTH LEADING CAUSE OF DEATH

With Florida showing the 2nd highest incidence rate of Alzheimer's disease in the country, and Volusia County having just over 17,000 people living with the disease, organizers expect record crowds with more than 700 walkers this year at Riverfront Park.

On Saturday, September 10, Volusia County's two-mile Walk to End Alzheimer's will be underway.

DAYTONA BEACH, FL – September 1, 2016 - Over 5.3 million people in the United States are living with Alzheimer's disease. In Florida, over half-a-million people are currently diagnosed; in Volusia County, there are just over 17,000 people living with Alzheimer's. An estimated \$236 billion will be spent – in America - on care for those with Alzheimer's and dementia this year alone. And not only are the Alzheimer's cases growing but the costs are as well; by the year 2050, cost of care for Alzheimer's and dementia is projected to reach over \$1 trillion.

To combat this trajectory, the Alzheimer's Association hosts over 600 Walks to End Alzheimer's across the country to raise critically-needed research funds to eventually prevent, treat and one-day cure this disease.

On Saturday, September 10, at Riverfront Park (located near Jackie Robinson Ball Park) walkers will begin the two-mile inspirational walk to raise funds to further care, support and research efforts towards Alzheimer's disease. There is no registration fee to walk; however every participant is asked to make a personal donation towards the fight. Progressive Medical Research (PMR) will be hosting a special VIP tent at the Walk to celebrate caregivers.

Alzheimer's is the only disease among the top 10 leading causes of death in America that can't be prevented, cured or even slowed. This year, the Alzheimer's Association's Central and North Florida Chapter set their fundraising goals higher than before; they hope to raise approximately \$70,500 in Volusia County for community programs and research in and around the area to help families and their loved ones manage through this long, insidious illness. Progressive Medical Research (PMR) is also offering a VIP area for caregivers to celebrate and honor

"The money we raise through these Walks goes to important research - which is our fastest way to treatment and cure - and free support services the Association provides to our community in the Volusia County area," said Kay Redington, CEO of the Alzheimer's Association, Central and North Florida Chapter. "We thank the people of Daytona Beach and the greater Volusia County area for their tireless efforts on behalf of our mission. This community has really embraced the hope to one day say we know the first survivor of Alzheimer's disease" she adds.

WALK DATE, TIME, OFFICIAL START & LOCATION:

The Volusia County **Walk to End Alzheimer's** takes place on Saturday, September 10, 2016. Registration and check-in begin promptly at 8:00 a.m. at 201 N Beach St. Daytona Beach, Florida 32114. The official ceremony begins at 9:00 a.m. The Walk begins at 9:30 a.m. at Riverfront Park.

About the Alzheimer's Association

The Alzheimer's Association is the world's 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.

Start, or join a team, today by visiting:
act.alz.org/volusiacounty

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