

PRESS RELEASE

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alzheimer's  association

the compassion to care, the leadership to conquer

San Diegans are on the MOVE to end Alzheimer's

The Alzheimer's Association is set to raise \$400,000 to fund research and provide support programs for those living with Alzheimer's disease; Mission Federal Credit Union Memory Walk Oct. 25

SAN DIEGO – The Mission Federal Credit Union Memory Walk 2008, the area's largest event to raise awareness and funds for Alzheimer's care, support and research, is scheduled for Saturday, October 25, in Balboa Park on the corner of Park Blvd. and Presidents Way. Now in its 18th year, family members, caregivers, and those living with the disease can walk as *Champions* for the cause to end Alzheimer's in San Diego County.

Funds raised during the walk will be used for research, programs and services that enhance the lives of those living with Alzheimer's disease and their families. This year, The Alzheimer's Association hopes to raise more than \$400,000 which will directly fund the numerous caregiver support groups, free community educational seminars, 24-hour Helpline and provide much needed funding for disease research.

"Alzheimer's disease is the six leading cause of death in the Country, and every 71 seconds, someone in America develops the disease," notes San Diego/ Imperial Chapter Executive Director Lisa Bruner. "We hope that with the support of America's finest city, we can achieve our goal of more team and walkers than we had planned for did last year, before the devastating fires forced us to cancel the walk."

Mission Federal Credit Union is again the Presenting Sponsor for Memory Walk and is one of the top financial institutions in San Diego County, serving more than 137,000 members with top-notch financial services. They partnered with the Association last year in honor of one of their former members of the board of directors who has Alzheimer's, and are preparing for an even greater number of teams and participants. "Mission Federal is extremely proud to be associated with this important health awareness and education event," said Debra Schwartz, Interim CEO of the nearly \$2 billion financial institution. "We encourage our members, employees and the general public to join us in rallying in support of walking and raising money for the Alzheimer's Association and their life-changing work in our community.

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The Mission Federal Memory Walk to be held in Balboa Park on October 25, invites participants to enter one of the many Halloween costume contests for adults, kids, and their four-legged canine friends. Walkers will also be able to take part in the, t-shirt decoration contests, and resource fair featuring informational booths from local area resources. There is no charge to participate in Memory Walk, and all participants who raise \$95 or more receive a number of incentive prizes.

Alzheimer's disease is a disorder that destroys brain cells. It is the leading cause of dementia, a condition that involves gradual memory loss, difficulty in learning, loss of language skills, impairment of judgment, and personality changes. An estimated 500,000 Californians have Alzheimer's disease and other forms of dementia and the incidence of the disease is expected to grow 44 percent by 2025.

The Alzheimer's Association San Diego/Imperial Chapter is a nonprofit 501 (c)(3) voluntary health organization whose mission is to enhance care and support for individuals, their families and caregivers coping with Alzheimer's disease, and to promote brain health as we research to find a cure. The chapter provides a number of free services to help individuals and professionals more effectively cope with Alzheimer's disease. Services include support groups, educational seminars, a 24-hour Helpline, research library, Care Consultations, Safe Return™ and Memories in the Making™ art program.

Walkers can sign up at <http://www.SANALZ.org> or visit one of the 23 local Mission Federal Credit Union branches located throughout San Diego County for more information.

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