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**COMPETITORS TAKE ON “QUASH,” CITY-WIDE
SCAVENGER HUNT TO FIGHT ALZHEIMER’S DISEASE**

Event Raises Funding for Alzheimer’s Support and Research

San Diego, CA - Hundreds of local supporters are expected to make their way across **Downtown San Diego on February 27, 2010**, collecting clues and completing challenges during the third annual QUASH, (**Q**uest to **U**n**r**avel **A**lzheimer’s, a city-wide **S**cavenger **H**unt) to benefit the Alzheimer's Association. Teams compete against each other during a two and a half hour trek through the city to raise awareness and funds to fight Alzheimer’s, the 6th leading cause of death in the United States and the 4th leading cause in San Diego.

“QUASH is a great event that engages participants to use brain power, creativity and team building skills while supporting the Alzheimer’s Association,” said **Brandy Modic** of Mission Valley. “It’s a great way for young San Diegans to have fun while raising funds to help bring us one step closer to a world without Alzheimer’s.”

A highlight of last years event was the participation of actor Seth Rogen, known for his blockbuster movies such as “Superbad”, “Pineapple Express” and most recently “The Green Hornet.” Rogen and team “Memory Finders” went home with the prize for most funds raised on event day.

The Facts:

- As many as 5.2 million people are living with the disease in America. In **San Diego** alone, there are more than 50,000 San Diegans living with Alzheimer’s disease,
- There are approximately 10 million people in the U.S. caring for someone with Alzheimer’s; 19 percent of those caregivers are between the ages of 18 and 34.

- Alzheimer's is not just an old person's disease—it can affect people in their 30s, 40s and 50s.
- Surveys show that Americans ages 18-34 are just as likely as seniors to be concerned about developing or having a family member develop Alzheimer's.

About the Alzheimer's Association:

The Alzheimer's Association San Diego/Imperial Chapter 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 Chapter provides free services, including support groups, educational seminars, 24-hour Helpline, a research library, Care Consultations, Safe Return[™] and Memories in the Making[™] art program. For more information, visit www.sanalz.org or call 1-800-272-3900.

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