



One day...

As my dad entered his 70s, mom used to put him on the phone with me. She'd hold the phone and say, "Bill, Loren wants to talk to you."

I'll never forget the first time I heard him say, "Who's Loren?"

Before I knew it, the man I admired more than anyone else, no longer recognized me, and in fact, was mostly annoyed by my presence.

Alzheimer's disease destroyed my father's vibrant life and nearly took down my mom in the process. And frankly, I wonder what it means for my future and the future of my sons.

Of course, the brutal Alzheimer's story is not unique to my family.

I've learned that 1 in 3 older adults die with dementia. That Alzheimer's is the 6th leading killer in the U.S., and it is the only disease among the top 10 that has no cure. [Click here](#) for even more startling statistics. While Alzheimer's is hugely underfunded compared to other diseases, everyone recognizes that this disease – the most expensive and feared in the nation – must end.

In fact, much promising research is underway, and finally our government – urged on by the Alzheimer's Association, the leading health non-profit focused on the care and cure of this epidemic affecting more than 5 million people in our country, 47 million worldwide – created a National Alzheimer's Plan, which has set the goal of finding a prevention or cure by 2025.

Like so many breakthrough treatments and cures in other diseases, we can do this. But we **must fund the research!**

As an author and illustrator of children's literature, I asked myself "What could I do to help?"

Furthermore, if this thing is going to come after me or my kids someday, "What can I do *now*? What can I give?"

The answer I came up with is... **One day**.

I could do a school visit and donate the honorarium *for that one day* to fund research for a cure or treatment for Alzheimer's. I shared the concept over coffee with my friend and fellow author, Louise Borden, and learned that Louise also lost her father to Alzheimer's. She immediately jumped on board.

School visits are something we do anyway, but for **One day**, we'd donate our fee to the Alzheimer's Association as part of *Authors & Illustrators end alz*.

One day, one author, one fee, every donation counts. We won't even have to open our wallets.

But then we thought – what if a bunch of us did this?

It's a Win-Win-Win.

On that day, students and teachers get the benefit from a visiting author plus a heightened awareness of Alzheimer's and its impact on lives and families. In this way, the children, teachers and schools become part of the fight against Alzheimer's. **Win**

The Alzheimer's Association gets a tax deductible donation from us, **100% of which will be directed to funding research. Win-Win**

We, the authors and illustrators, share and promote our books like we normally would as a result of a day spent with enthusiastic readers (perhaps even selling some books along the way with a local independent bookstore). **Win-Win-Win**

We're sensitive to the fact that the author visit can be a vital part of an author or illustrator's annual income. If this is something you are unable to do, no worries, it's all good.

But we also know that many of us feel incredibly blessed to be able to write stories and make art for children, and want to give back in different ways.

Please consider doing a school visit, literary conference, book festival or any appearance to fight the brutal disease of Alzheimer's. You can donate 100% of the honorarium for the day or just a portion of it.

"There are those who look at things the way they are and ask why...I dream of things that never were and ask why not?" - Robert F. Kennedy

Join us as *Authors & Illustrators end alz* by choosing **One day**...to help end this epidemic.

We're kicking it off right away...designate your day in 2017. Get on board by clicking this link: act.alz.org/2017oneday. Once you register, we will send you a William the One Day Elephant t-shirt and certificate to present to your school. Share the link with other talented colleagues in the children's book field - authors, illustrators, agents, publishers, booksellers - Alzheimer's affects us all! We're starting this spring, but we won't stop until "The End."

With great respect and admiration,

Loren Long and *Louise Borden*