



PAINT THE TOWN PURPLE

SEPTEMBER 19-24, 2021

Help us raise awareness about the
Coastal Virginia Walk to End Alzheimer's
by participating in our
1st Annual Paint the Town Purple event!

HOW TO PARTICIPATE

- Decorate your business in purple and wear purple clothing.
- Feature purple treats, drinks, or other items.
- Share information about Alzheimer's & dementia.

BEST WINDOW DISPLAY

The public will vote for the best window display from Sept. 19-24 on the [Alzheimer's Association Southeastern Virginia chapter Facebook page \(@alzseva\)](#). The winning business with the most likes will be announced on Walk day, Sept. 25, receiving benefits including social media and digital recognition, and of course, bragging rights!

INTERESTED? CONTACT US:

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JOIN US | alz.org/walk | 800.272.3900



FAQ'S

ABOUT PAINT THE TOWN PURPLE

A promotional event designed to raise awareness about Alzheimer's disease and dementia, including local and national resources. This event will also help drive participation in the Walk to End Alzheimer's.

WHY SEPTEMBER?

September kicks off the Walk to End Alzheimer's fundraising season. September is also World Alzheimer's Month.

WHAT IS THE WALK TO END ALZHEIMER'S?

Held annually in more than 600 communities nationwide, the Alzheimer's Association Walk to End Alzheimer's® is the world's largest fundraiser for Alzheimer's care, support, and research. This inspiring event calls on participants of all ages and abilities to join the fight against the disease.

WHEN ARE THE WALKS?

The Alzheimer's Association, Southeastern Virginia Chapter, hosts 6 events across our 7,400 sq mi footprint in September and October. Visit alz.org/walk to find the event closest to you.

HOW DO WE PARTICIPATE IN PAINT THE TOWN PURPLE?

We ask that you create a purple storefront in the month of September to raise awareness. We will drop off some Walk supplies and Alzheimer's Association brochures to include in your display. Snap a photo of your display and email it to your PTPP contact. During the week of your walk's voting, engage your social media following to vote for your business as their favorite. The business with the most likes will be announced and tagged on social media. Post-event, we will arrange delivery of awards and pick-up of Alzheimer's materials.

HOW DO I GET MORE INFO ABOUT ALZHEIMER'S RESOURCES?

Visit us at alz.org/seva or call our 24/7 Helpline at 800.272.3900.