



USE YOUR BRAIN TO FIGHT ALZHEIMER'S

ALZHEIMER'S
& BRAIN
awareness month

alzheimer's  association®

JUNE IS ALZHEIMER'S & BRAIN AWARENESS MONTH

At least 44 million people worldwide are living with Alzheimer's, a fatal disease that cannot be prevented, cured or even slowed. Everyone who has a brain is at risk to develop Alzheimer's – but everyone can help to fight it, especially you.

During the month of June, the Alzheimer's Association® asks people around the world to wear purple and use their brains to fight Alzheimer's disease.

TAKE ACTION ON JUNE 21 – THE LONGEST DAY

On June 21, participate in The Longest Day®, a sunrise-to-sunset event to honor those facing Alzheimer's with strength, passion and endurance. Your action symbolizes the long, difficult journey so many facing Alzheimer's are asked to endure — and the many ways they bravely confront this disease.

Contact your local chapter about ways to get involved with The Longest Day.

Tweet to build awareness:

- Alzheimer's is the most expensive disease in the U.S. We need more funding for Alzheimer's research to reduce this cost. #ENDALZ
- 1 in 5 Medicare dollars is spent on a person w/ Alzheimer's. Research is the only path to reducing this cost. We must invest now. #ENDALZ
- Alzheimer's is the 6th leading cause of death in the U.S. The fight to #ENDALZ is far from over. Know the facts: alz.org/facts.
- Great meeting w/@alzassociation advocates about the 5 million Americans living w/#Alzheimer's & their caregivers. RT to raise awareness.

Post on Facebook to spread the word:

- Alzheimer's is the most expensive disease in the United States, with costs set to skyrocket. We need more funding for Alzheimer's research to reduce this cost. #ENDALZ
- 1 in 5 Medicare dollars is spent on a person with Alzheimer's. Research is the only path to reducing this cost. We must invest now. #ENDALZ
- Alzheimer's is the 6th leading cause of death in the United States. The fight to end Alzheimer's is far from over. Learn the facts at alz.org/facts.
- I had a great meeting with advocates from the Alzheimer's Association about the fight to end Alzheimer's. More than five million Americans have the disease, and more than 15 million family and friends provide care. Share this post to help raise awareness of the Alzheimer's epidemic.

Go purple - the color of Alzheimer's awareness.

- Encourage your member and staff to wear purple together on June 21.
- Decorate your office or break room in purple.

Learn more and get involved at alz.org/abam.

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THE BRAINS BEHIND SAVING YOURS.™