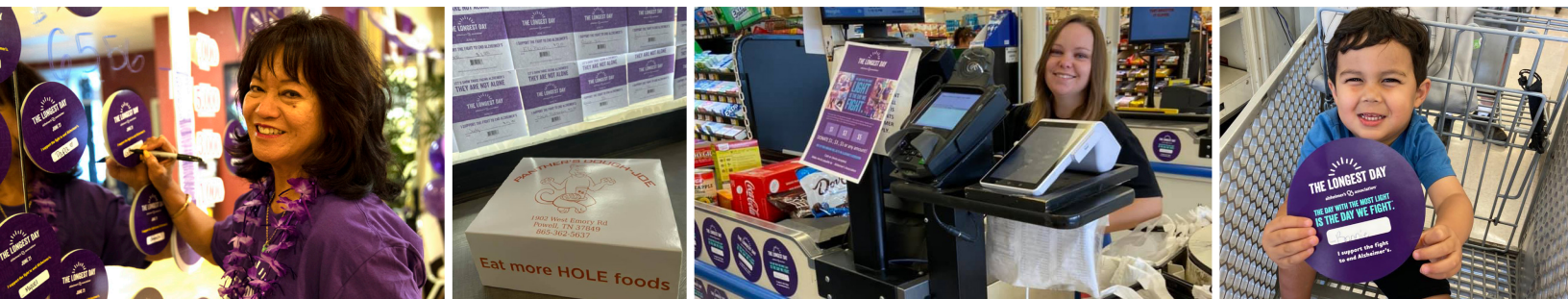


THE LONGEST DAY[®]

ALZHEIMER'S ASSOCIATION[®]

THE DAY WITH THE MOST LIGHT IS THE DAY WE FIGHT[®]



Help fight Alzheimer's with a point-of-purchase fundraiser.

The Longest Day[®] is the day with the most light — the summer solstice. Your business can join the fight for The Longest Day[®] by participating in a point-of-purchase program on the days that work for you.

The funds you raise advance the care, support and research efforts of the Alzheimer's Association[®].

How To Participate

- » Register your business for The Longest Day at alz.org/thelongestday.
- » Display branded pin-up cards and program posters in a prominent place in your business (e.g. the front window, along the counter or in the lobby).
- » Ask customers to make a donation to The Longest Day during checkout. In return, provide a pin-up card to write their name or the name of a caregiver or person living with the disease.

Helpful Tips

- » Ask for a \$1, \$3 or \$5 donation in exchange for a pin-up card. Remind customers that all funds raised through the program benefit the care, support and research efforts of the Alzheimer's Association.
- » Make it a team effort. Stage a friendly competition among your colleagues to see who can raise the most funds for The Longest Day.
- » If customers are interested in learning more about The Longest Day and how they can get involved, encourage them to visit alz.org/thelongestday to register.

Start your point-of-purchase fundraiser now. Register at alz.org/thelongestday.

To order pin-up cards, visit shop.alz.org or contact your local staff partner for more information.

