

# THE LONGEST DAY<sup>®</sup>

ALZHEIMER'S ASSOCIATION<sup>®</sup>

## THE DAY WITH THE MOST LIGHT IS THE DAY WE FIGHT<sup>®</sup>



### HOST A CASUAL FOR A CAUSE EVENT AT YOUR OFFICE.

Invite your colleagues to get comfortable while joining the fight against Alzheimer's disease. Casual for a Cause allows your co-workers to wear jeans or dress down in exchange for a donation to the Alzheimer's Association<sup>®</sup>.

#### How it works:

- Ask permission to host a Casual for a Cause event at your office. Check with your human resources department.
- Determine a time frame for the event — a week or maybe even a month.
- Offer colleagues an opportunity to make a donation to your Longest Day team in exchange for a Casual for a Cause sticker, good for one day of casual dress. Consider providing a weekly pass option, too.
- If permissible, set up a table in a high-traffic area to collect donations for stickers and offer additional information about The Longest Day<sup>®</sup> and the Association.

#### Casual for a Cause is a great way to:

- Raise money – Invite your colleagues or peers to support your Longest Day goals. All funds help to advance the Association's care, support and research efforts.
- Increase awareness – The event provides an opportunity to encourage others to join the fight to end Alzheimer's. And the stickers, which must be worn on the chosen casual dress day, raise awareness for the cause.

Visit [alz.org/casualforcause](https://alz.org/casualforcause) to order your free Casual for a Cause kit complete with stickers.

