

**BIG thanks to our 2013 Coachella Valley  
Walk to End Alzheimer's™ Planning Team:**

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The Alzheimer's Association provides a range of services to support persons with memory loss and their families in Coachella Valley. Support groups for caregivers are available valley wide. Memory Makers is a program offered for those diagnosed with early stage dementia. In addition we provide professional and public education and support advocacy and research nationwide.

Foremost in family support is our Care Consultation service—an assessment of needs, assistance with long-range planning and problem solving. We are also proud of our collaboration with USC Keck School of Medicine, bringing the Memory Assessment Center to the campus of Eisenhower Medical Center. The Memory Assessment Center offers the most thorough diagnostic workup in the Coachella Valley.

With more than 11,000 families in the Coachella Valley who are facing Alzheimer's disease today, and an anticipated doubling in the next 20 years, the Alzheimer's Association brings hope and help to the Coachella Valley.

(760) 328-6767  
 69730 Hwy 111, Ste. 202  
 Rancho Mirage, CA 92270  
 Helpline: (800) 272-3900  
 www.alz.org/socal



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**IN-KIND SPONSORS**



**CHAMPIONS**

Brite Smiles	Desert Geriatric Services	Premier Senior Home Care
California Elder Law	Desert Medical Imaging	Right at Home
Center for Spiritual Living	El Paseo Bank	SCAN Healthplan
Comfort Keepers	Joslyn Center	Senior Helpers
Custom Care Solutions	Mission Hills at Rancho Mirage	Senior Housing of America
Del Oro Mountain View	Mizell Senior Center	Referral Experts
Dementia Help Center	Odyssey Hospice	Senior Living Options of the Desert
Desert Care LLC	Optima Home Health	VNA California

**MEDIA SPONSORS**





- KEY**
- Parking
  - Restrooms
  - T-shirts
  - Volunteer registration
  - Promise Garden
  - First Aid

Walk route

- Alzheimer's Assn. booths:**
- Advocacy
  - Programs
  - TrialMatch

*Note: Activities, locations and booths subject to change*



**SCHEDULE OF EVENTS**  
**Saturday, March 2, 2013 • Civic Center Park**

- 9:00 am Registration Opens
  - ▶ Music onstage: Delgado Blue Band
- 10:00 am Opening Ceremonies
  - ▶ MC Jenifer Daniels
- 10:30 am Walk begins!
- 10:45 am Performance: Will Donato, saxophone
- 11:30 am Closing Ceremonies
  - ▶ Auction and raffle winners announced
  - ▶ Awards presented to top fundraisers

**PLEASE VISIT OUR VENDORS IN THE EXHIBITOR FAIR**

- |                             |  |
|-----------------------------|--|
| Brite Smiles                | Mission Hills at Rancho Mirage             |
| California Elder Law        | Mizell Senior Center                       |
| Center for Spiritual Living | Odyssey Hospice                            |
| Comfort Keepers             | Optima Home Health                         |
| Custom Care Solutions       | Premier Senior Home Care                   |
| Del Oro Mountain View       | Right at Home                              |
| Dementia Help Center        | SCAN Healthplan                            |
| Desert Care LLC             | Senior Helpers                             |
| Desert Geriatric Services   | Senior Housing of America Referral Experts |
| Desert Medical Imaging      | Senior Living Options of the Desert        |
| El Paseo Bank               | VNA California                             |
| Joslyn Center               |  |