



Wear It for ALZ AT YOUR OFFICE.

Not all heroes wear capes. Invite your colleagues to wear their support for the fight against Alzheimer's disease. Whether dressing up or down, Wear It for ALZ allows your co-workers to have fun with their wardrobe (or video background for remote employees) in exchange for a donation to the Alzheimer's Association®.

HOW IT WORKS:

- Get creative. Some ideas include inviting colleagues to dress in purple, go casual, wear a hat, get festive with holiday sweaters or sport a favorite team's jersey. Consider what will work for your organization and have fun with it.
- Ask permission to host a Wear It for ALZ event at your office. Check with your human resources department.
- Determine a time frame for the event.
- Whether you're participating in an Alzheimer's Association signature fundraising event or collecting donations on your own, Wear It for ALZ offers colleagues an opportunity to support your efforts in exchange for the official sticker — each one good for a day of special or themed attire. Consider providing a weekly pass option, too, depending on the length of your event.
- If permissible, set up a table in a high-traffic area to collect donations for stickers and offer additional information about the Association.

WEAR IT FOR ALZ IS A GREAT WAY TO:

- **Raise money** – Invite your colleagues to support your fundraising goals. All donations 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 while participating, raise awareness for the cause.

Visit alz.org/wearitforalz to order your free Wear It for ALZ kit complete with stickers.

