



FOR IMMEDIATE RELEASE

Alzheimer's Los Angeles to host 26th Annual walk4ALZ[®] Los Angeles Sunday October 28 in Century City with Special Appearance by the Lakers Girls

LOS ANGELES, CA (October 9, 2018) – Alzheimer's Los Angeles will hold their 26th annual walk4ALZ[®] Los Angeles on Sunday, October 28 in Century Park, in Century City. The two-mile walk is a fun-filled event for the entire family, beginning at 9 a.m. The funds raised from this walk help people directly in LA County and the Inland Empire suffering from Alzheimer's and other dementias and provide support and programming for the caregivers tending to their loved ones. The popular morning event is expected to draw over 2,000 participants and supporters, and hopes to raise \$400,000 in donations.

Special walk4ALZ[®] Los Angeles guests include, the **Lakers Girls, Bonnie-Jill Laflin (NBA Scout/Entertainment Personality), Leo Stallworth (ABC7 Reporter), Bret Schneider (Emmy-winning Producer), and Nandani Sinha (LA Opera Mezzo-Soprano).**

In addition to the actual walk, walkers and supporters will be greeted by fun vendor booths and live entertainment. A \$25 registration fee (\$10 for kids under 18) serves as "First Step" gift and every registered participant will receive an event t-shirt as a thank you... because every step matters. Walkers who raise \$100 or more will receive an exclusive, limited edition, premium long-sleeved shirt. Those who raise \$1,000 or more will be treated to a VIP breakfast upon arrival.

This year's walk4ALZ[®] Los Angeles sponsors include ABC7, CBRE, Century Park, Don Francisco's Coffee, Shepherd Kaplan LLC, Suja Juice, Welbrook Senior Living, Univision Los Angeles, Wells Fargo, and Zenith Media. Coffee, bottled water and light refreshments are provided for all participants and volunteers.

"We are overwhelmed by the passion for the cause demonstrated by those in Los Angeles," says Heather Cooper Ortner, President and CEO of Alzheimer's Los Angeles. "Their commitment to fighting Alzheimer's through walk4ALZ[®] is heartwarming and reinforces the growing need that exists in our communities. We encourage everyone to get involved, lead a team, join a team, or volunteer."

Funds raised at walk4ALZ[®] provide much needed care and support for people touched by the disease throughout Los Angeles County and the Inland Empire, enable efforts to educate the public about Alzheimer's as a growing public health threat, and fund local research. In California, more than half a million people have Alzheimer's disease. Experts estimate that someone in the U.S. develops Alzheimer's disease every 65 seconds. By mid-century someone will develop Alzheimer's disease every 33 seconds.



To start a team, join a team, donate, or volunteer, contact Alzheimer's Los Angeles at: www.AlzheimersLA.org/walk4ALZ

Walk4ALZ® Los Angeles Event Details

When: Sunday, October 28, 2018

7:00 a.m. Event Day Registration & Check In

9:00 a.m. Opening Ceremony

9:30 a.m. Walk

10:15 a.m. Post Walk Ceremony

Where: Enter and park at 10100 Constellation Blvd, Century City, CA 90067. Century Park East will be closed to traffic so plan accordingly. Parking is \$12. Upon arrival follow signs to registration and walk4ALZ® route.

About Alzheimer's Los Angeles

For almost 40 years Alzheimer's Los Angeles has been serving people throughout Los Angeles County and the Inland Empire. 100% of funds raised stay local, providing free care and support for individuals and families. Low cost training and education are also offered for professionals. Alzheimer's Los Angeles focuses on care, support, advocacy, and local research. Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline at 844.HELP.ALZ or visit www.alzheimersLA.org

Find Alzheimer's Los Angeles on social media:

Facebook: <https://www.facebook.com/AlzheimersLA>

Twitter: @AlzheimersLA

Instagram: @AlzheimersLA

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