



Alzheimer's Los Angeles Announces 2nd Annual "Making Memories" Festival

Music and food event will feature headlining performance by Grammy winning East LA rock and roll icons, Los Lobos



September 8, Los Angeles — Alzheimer's Los Angeles, the oldest community-based organization serving families living with Alzheimer's in Los Angeles, is excited to announce its second annual Making Memories festival. This year's event will feature Grammy Award-winners Los Lobos as the headlining act, along with other local bands and a variety of food trucks and will take place on Nov. 13, 2022, at L.A. State Historic Park, with gates opening at noon.

The Making Memories festival was created last year to honor and celebrate Alzheimer's LA's 40 years of service to the Los Angeles community. After last year's wildly successful event showcasing performances by Ozomatli and food from some of LA's favorite food trucks--it was evident that this should be an annual event.

Alzheimer's LA is thrilled to welcome the Jona Goldrich Center for Alzheimer's and Memory Disorders at Cedars-Sinai as the Champion Sponsor for this year's event demonstrating the strong partnership between the two organizations and their shared commitment to the people of Los Angeles.

"Alzheimer's disease is a leading cause of death and disability in the U.S. and the most common form of dementia among older adults," said Zaldy Tan, MD, MPH, medical director of the Jona Goldrich Center for Alzheimer's and Memory Disorders at Cedars-Sinai. "The number of Americans living with the disease is projected to nearly triple by 2060, so it is essential that we raise awareness and continue our work to discover the cause and unlock the cure for this devastating disorder."

In addition to Los Lobos, this year's multicultural music and food festival will include live performances by Cut Chemist, Circle the Earth, Valley Queen, as well as DJ Mona Lisa, and iconic local food trucks Baby's Burger, Cerda Vega, Yalla, Stop Bye Café, and Recess Truck. Informational booths focusing on brain health

and other healthy lifestyle opportunities and resources will also be part of the festivities. Joining the Jona Goldrich Center for Alzheimer's and Memory Disorders at Cedars-Sinai is Premier Sponsor Zenith Media.

"Alzheimer's Los Angeles has been part of this community for more than 40 years and we're proud of our long history of providing care and support to families in need when facing Alzheimer's or another dementia. This event celebrates the richness and diversity of our community and what better way to do that than through music and food?" says Susan Disney Lord, Alzheimer's Los Angeles Board Co-Chair.

Serving on the honorary committee are local and state officials Senator Diane Feinstein, LA county Supervisor Janice Hahn, Representatives Jimmy Gomez, Lucille Roybal-Allard, Adam Schiff, and Judy Chu, and Assemblymembers Adrin Nazarian, Blanca Rubio and Miguel Santiago. With this community event, Alzheimer's Los Angeles is working to raise awareness about this critical issue and to ensure that anyone in need of help can access it. They continue to educate the diverse population of the greater Los Angeles area about what dementia is and isn't and fight to eliminate the stigma that perpetuates misunderstanding and creates unnecessary barriers to accessing available support and services.

"This event will help raise awareness about available support and resources within the communities most affected by Alzheimer's disease," comments Heather Cooper Ortner, President & CEO. "Last year's event was an incredible celebration for families in need of some respite and fun, as well as the entire community. We knew before it was over that we would have to do it again this year!"

Alzheimer's Los Angeles continues to meet the challenge of providing essential programs to their vulnerable clients and their caregivers. In California, more than half a million people have Alzheimer's disease, with over 177,000 living in Los Angeles County. Experts estimate that someone in the US develops Alzheimer's disease every 65 seconds. By mid-century someone will develop Alzheimer's disease every 33 seconds.

Until there is a cure, Alzheimer's Los Angeles will provide the care.

Gates open at 12 pm. Tickets go on sale (date?) [HERE](#): One person \$25, two people \$45, 4 People \$80

About Alzheimer's Los Angeles

For more than 40 years Alzheimer's Los Angeles has served people throughout Los Angeles County. 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

About Los Lobos

Los Lobos (Spanish for "the Wolves") are an American rock band from East Los Angeles. Their music is influenced by rock & roll, Tex Mex, Zydeco, R&B, folk rock, and blues as well as traditional music such as cumbia, boleros, and noreteños. The band rose to international stardom in 1987, when their version of Ritchie Valens' "LaBamba" peaked at the top of the *Billboard* Hot 100. Songs by Los Lobos have been recorded by Elvis Costello, Waylon Jennings, Frankie Yankovic, and Robert Plant. In 2015, they were nominated for induction into the Rock and Roll Hall of Fame. In 2018, they were inducted into the *Austin City Limits* Hall of Fame. They are also known for performing the theme song for *Handy Manny*.

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