

**FROM:**

**SUBJECT: Memory Walk Participation**

**Today I am determined to make a difference...**

I am walking in Memory Walk this fall to raise money for people with Alzheimer's disease. The proceeds from Memory Walk will be used to support a wide range of Alzheimer-related programs for the thousands of local families and caregivers affected by Alzheimer's disease.

Today more than 4 million Americans have Alzheimer's disease and this number is expected to grow to more than 14 million by the middle of this century. For most of them, the process that will destroy their memories, their lives and their savings has already begun. The annual cost of Alzheimer's disease will soar to at least \$375 billion, overwhelming our healthcare systems and bankrupting Medicare and Medicaid. In light of that, I felt it was time for me to do something.

I have committed to raising \$ \_\_\_\_\_ and I cannot do it without the help of people like you. I hope you will consider supporting my efforts on behalf of the four million Americans with Alzheimer's disease.

Should you wish to help, make your check out to the Alzheimer's Association. These donations will have to be turned in before September 28 so your response is needed soon.

Thanking you in advance,