



25th Annual Greater Los Angeles walk4ALZ® Benefits Alzheimer's Greater Los Angeles (ALZGLA)

*Annual Century City Walk Aims to Raise \$500K on Sunday, October 29
Includes Costume Parade and Contest*

Los Angeles, CA (October 3, 2017)— Alzheimer's Greater Los Angeles (ALZGLA) will hold its popular annual fundraiser, walk4ALZ® on Sunday, October 29th. The walk will start and end in Century Park, in Century City, and is expected to draw a crowd of more than 2,000 participants and supporters. A fun-filled morning for the whole family, walkers this year are encouraged to parade in their Halloween costumes, and stay for the walk4ALZ costume contest. This year, walk4ALZ hopes to raise \$500,000 in donations. All proceeds benefit ALZGLA, the only local, full-service, nonprofit with a focus on Alzheimer's disease and other dementias.

The walk4ALZ route is two miles over stroller and wheelchair friendly paved roads. Vendor booths and entertainment will include a seasonal decoration contest, music, face painting, games, balloon art, food, and beverages. Special guests include announcers Larry Morgan (K-EARTH) and Bonnie-Jill Laughlin (Basketball Wives), emcees Sid Garcia (ABC7) and Liz Hernandez (Access Hollywood), and others. Walk4ALZ is generously sponsored and supported by Meridian Senior Living, Wellbrook Santa Monica, Care 1st, KABC7, The Stand, Century Park, Zenith, Shepherd Kaplan, Don Francisco's Coffee, and others.

All walk4ALZ participants are encouraged to register in advance, join or start a team and ask friends and colleagues to donate. Registration is also available on the day of the event. For more information about walk4ALZ, visit www.alzgia.org/walk. Walkers who raise \$50 or more receive a commemorative walk4ALZ tee shirt; those that raise \$1,000 or more are treated to a VIP breakfast upon arrival, hosted by The Stand, Century City. 100% percent of walk4ALZ funds raised stay local and will provide the wide range of free ALZGLA programming available to Angelenos living with Alzheimer's, their families and caregivers. Twenty percent of proceeds will fund grants for locally based research into dementia and its causes.

"Walk4ALZ is our biggest annual fundraiser and makes it possible to supply needed services, free of charge, to all Los Angeles patients, their families and caregivers, experiencing the impact of Alzheimer's. The Walk is also a great opportunity come out and enjoy a day of community fun, support and exercise. The entire ALZGLA staff looks forward to this chance to meet our clients in a fun setting and raise awareness with the greater community," said Heather Cooper Ortner, President and CEO, ALZGLA.

Walk4ALZ Event Details

What: 25th Annual walk4ALZ

When: Sunday, October 29, 2017

7:00 a.m. Event Day Registration

8:30 a.m. Opening Ceremony

9:00 a.m. Walk

10:00 a.m. Costume Contest and Post Walk Ceremony

Where: Enter and park at 10100 Constellation Blvd, Century City, CA 90067. Avenue of the Stars will be closed to traffic starting at 8:00 a.m., plan accordingly. There is a \$5 for parking. Upon arrival follow signs to registration and walk4ALZ route.

About Alzheimer's Greater Los Angeles

Alzheimer's Greater Los Angeles is the only local full-service, dementia-focused, nonprofit with 36 years of experience and 5 locations serving Greater Los Angeles and the Inland Empire. ALZGLA provides programs and services free of charge to individuals with Alzheimer's and related dementias, their families, caregivers and the community. Low cost training and education are also offered for professionals. Alzheimer's Greater Los Angeles began as an independent 501(c)(3) nonprofit in 1981. 100% of all Alzheimer's Greater Los Angeles fundraising stays local, focusing on care, support, advocacy, and research across Greater Los Angeles and the Inland Empire.

Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline 24/7 at 1-844-HELP-ALZ or visit www.alzpla.org.

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YouTube: <https://www.youtube.com/channel/UCTvy865ILjoEi9DJTj-ljVw>

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Media Contact:

Philippa Jones/Anna Yan

Katy Sweet & Associates

(310) 479-2333

pip@katysweetpr.com