

FOR IMMEDIATE RELEASE

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Alzheimer's Support Center's 11th Walk to Remember

JANESVILLE, WI—The Alzheimer's Support Center will hold its 11th Walk to Remember on Saturday, Sept. 19 at Beloit's Riverside Park on the corner of White Avenue and Hwy. 51. Registration will begin at 7:30 a.m., followed by a life celebration service at 8:50 a.m., followed by a two-mile walk beginning at 9:15 a.m.

The goal of the event is to help the ASC continue to provide services to the thousands of people in the area affected by Alzheimer's disease and related dementias. All funds raised by this event stay in the community to support the ASC's ongoing programs and services.

The walk will also include a fun event called "The Dogs on Parade". This fun addition will include contests for the dogs and their owners to participate in, adding to the festive atmosphere. The "Dogs on Parade" helps to make participants aware of the great difference a pet can make to a person living with Alzheimer's disease. Studies show that no matter what level a person's dementia happens to be, even in the very late stage when often there is not much response to usual stimulation, the person always responds to animals.

Interested participants still can register on the day of the event. The Walk to Remember is open to individuals and team registrations. Teams can register eight or more members. Teammates can be family and friends, co-workers, or co-members of churches, clubs and organizations. The ASC also encourages dogs to join in on the fun and supporting an area cause. The Rock County Humane Society will also be present the day of the event with adoptable animals for everyone to come and meet.

The Walk to Remember is a fund-raiser for the ASC and they encourage all participants to obtain sponsorship. Individuals bringing in top pledge amounts are eligible to win prizes. To be eligible for these prizes, pledge money must be submitted before the walk begins.

A post-walk party will help participants to cool down. The event will include free refreshments, prizes for the walkers, and the "Dogs on Parade." Participating dogs can win prizes in the following categories: Most Unusual, Best Dressed, and Best Trick. All events are held at the Harry C. Moore Pavilion.

The Walk is sponsored by Baker Manufacturing, Harbor Senior Concepts, and Our House. If you have any questions, or would like to obtain a Walk registration form, please contact Dan Wilcox at (608) 314-8500 or email alzfdpr@tds.net. You may also view and download Walk registration forms on the Support Center's website at www.alzheimerssupportcenter.org

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