

FOR IMMEDIATE RELEASE:

4-MAY-09

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Greater Illinois Chapter Launches Point of Purchase Program in McHenry County

ROCKFORD, IL---The Alzheimer's Association – Greater Illinois Chapter has partnered with businesses in McHenry County to launch the new **Forget Me Not Point of Purchase Program**.

"We have partnered with several local businesses during the month of May to help raise money and create awareness for those affected by Alzheimer's disease, said Kate McEnaney, Senior Manager of Special Events for the Chapter. "This exciting new program offers customers the opportunity to add \$1 bill to purchase a forget-me-not pin-up that can be personalized and displayed at the businesses. The **Forget Me Not Point of Purchase Program** ends May 31, 2009 so please come out and support the businesses that are committed to finally ending Alzheimer's disease."

Local participants include:

- Culvers of Crystal Lake
- Culvers of Huntley
- Culvers of Woodstock
- Culvers of McHenry
- Conscious Cup Coffee in Crystal Lake
- The Barn Nursery & Landscape Center in Cary

Currently there are 5.3 million Americans who are battling Alzheimer's disease with 210,000 suffering in Illinois alone. The time to take action is now! The **Forget Me Not Point of Purchase Program** is a perfect way to not only help a great cause but also honor someone who has bravely battled Alzheimer's disease or a related dementia.

For more information please contact Kate McEnaney at 815.484.1300 or visit www.alz.org/illinois.

About the Alzheimer's Association - The Alzheimer's Association, the world leader in Alzheimer research and support, is the largest voluntary health organization dedicated to finding prevention methods, treatments and cure for Alzheimer's. Since 1980, the donor-supported, nonprofit Alzheimer's Association has provided reliable information and care consultation; created supportive services for families; increased funding for dementia research; and influenced public policy changes. **The Greater Illinois Chapter** serves dozens of counties with offices in Bloomington, Carterville, Chicago, Joliet, Rockford and Springfield. For more information, call our Helpline at 800-272-3900 or visit www.alz.org/illinois.