



## Join Us as We Go Purple in June!

June is Alzheimer's & Brain Awareness Month — an opportunity to hold a conversation about the brain, and share the fact that Alzheimer's disease and other dementias are a major public health issue. Everyone who has a brain is at risk to develop Alzheimer's, the only leading cause of death that cannot be prevented, cured or even slowed. During the month of June, the Alzheimer's Association® asks people around the world to wear Purple and use their brains to fight Alzheimer's disease.

The Alzheimer's Association, Southeastern Wisconsin chapter, asks for your support in raising awareness of Alzheimer's disease during the month of June by participating in our **Go Purple in June campaign**. I've enclosed a flyer with some easy ways to pump up the PURPLE at your workplace while making it fun for your employees, co-workers or customers! Creativity is encouraged!

Show your true Purple and then promote your efforts via your social media channels! Whether you host a Purple with a Purpose Event, show your love on The Longest Day, June 21, for someone living with Alzheimer's, begin Walk to End Alzheimer's team recruitment or just ask everyone to wear purple on a designated day in June, let the world know! And we will too! **Send a photo of your activity to [rmcgill@alz.org](mailto:rmcgill@alz.org)** and we will cross promote your efforts to #ENDALZ through our social media channels. Join us on Facebook, Twitter or Instagram @alzheimersSEWI.

Let's put our Purple to Work to End Alzheimer's!

Your Friends at the Alzheimer's Association, Southeastern Wisconsin Chapter



# ALZHEIMER'S & BRAIN awareness month

alzheimer's  association®



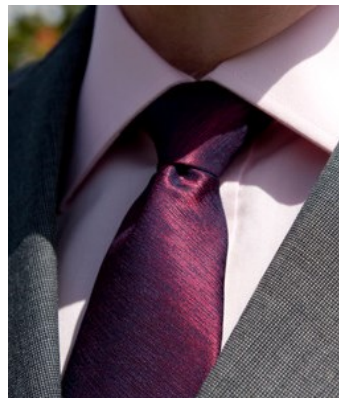
## GO PURPLE THIS JUNE

Show your company's commitment to ending Alzheimer's disease

Join the Alzheimer's Association® in June for Alzheimer's & Brain Awareness Month. Show the power of purple:

- Educate your employees about Alzheimer's
- Encourage employees to wear purple
- Go purple on social media
- Launch a cause marking campaign or purple product
- Turn your office purple or create a purple themed cafeteria
- Host a purple with a purpose event

For additional ideas or to learn more, email [corporateinitiatives@alz.org](mailto:corporateinitiatives@alz.org) or visit [alz.org/gopurple](http://alz.org/gopurple)





# JUNE IS ALZHEIMER'S & BRAIN AWARENESS MONTH

## Show your support and help end the Alzheimer's epidemic

June is Alzheimer's & Brain Awareness Month — an opportunity for your organization to join the Alzheimer's Association® in a conversation about the brain, Alzheimer's disease and other dementias. Everyone who has a brain is at risk to develop Alzheimer's, the only leading cause of death that cannot be prevented, cured or even slowed.

Worldwide, there are an estimated 47 million people living with Alzheimer's and other dementias, and without a change, these numbers are expected to grow to 76 million by 2030. But everyone can help to end this epidemic — especially you. During Alzheimer's & Brain Awareness Month, the Alzheimer's Association asks people around the world to go purple and use their brains to fight this devastating disease.

## Take the lead

Alzheimer's is a fatal disease that kills nerve cells and tissue in the brain, affecting an individual's ability to remember, think and plan. Ultimately, those with the disease will lose their ability to communicate, recognize family and friends, and care for themselves.

By partnering with the Alzheimer's Association during Alzheimer's & Brain Awareness Month, your company can be a leader in the fight against Alzheimer's, a disease that devastates families across the world while costing our global community billions of dollars. In the United States alone, more than 5 million individuals are living with the disease and over 15 million are acting as caregivers.

## Partner with the Alzheimer's Association

**Affiliate** your brand with the leading voluntary health organization in Alzheimer's care, support and research.

**Gain** recognition as a leading corporate citizen who addresses an issue that personally affects millions of families worldwide.

**Engage** your employees by providing global access to educational resources and volunteer opportunities through the workplace.

**Advance** your corporate social responsibility goals while building trust and loyalty with your employees and consumers.



**ALZHEIMER'S  
& BRAIN**  
awareness month

alzheimer's  association®

# Take action and get involved

Alzheimer's & Brain Awareness Month is an opportunity for your company to take action to help end the Alzheimer's epidemic and raise awareness of the disease.

**Go purple:** Start a conversation in June and organize a day to decorate your office in purple or wear purple — we're offering a 20 percent discount at our Shop for the Cause starting May 16.

**LEARN MORE:** [alz.org/shop](http://alz.org/shop)

**Support:** Help raise awareness and advance Alzheimer's care, support and research with a cause marketing campaign or purple product.

**LEARN MORE:** [alz.org/partners](http://alz.org/partners)

**Honor:** Many of your employees may have a friend or family member who is living with the disease or acting as a caregiver — or they may be one themselves. Show your support by organizing a team for The Longest Day®, a sunrise-to-sunset fundraising event that honors those facing the disease.

**LEARN MORE:** [alz.org/thelongestday](http://alz.org/thelongestday)

**Educate:** Join the Alzheimer's Workplace Alliance (AWA) to establish your organization as a leader in the fight against Alzheimer's while making a powerful commitment to the well-being of your employees.

**LEARN MORE:** [alz.org/awa](http://alz.org/awa)

**Declare:** Announce your company's commitment to ending Alzheimer's through media, social channels, and internal and external communications.

**LEARN MORE:** [alz.org/gopurple](http://alz.org/gopurple)



## Join us.

This June, go purple and help end Alzheimer's. To get involved, contact: [corporateinitiatives@alz.org](mailto:corporateinitiatives@alz.org).

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision is a world without Alzheimer's®.

# 10 WAYS TO LOVE YOUR BRAIN



**START NOW.** It's never too late or too early to incorporate healthy habits.



## HIT THE BOOKS

Formal education will help reduce risk of cognitive decline and dementia. Take a class at a local college, community center or online.



## BUTT OUT

Smoking increases risk of cognitive decline. Quitting smoking can reduce risk to levels comparable to those who have not smoked.



## FOLLOW YOUR HEART

Risk factors for cardiovascular disease and stroke – obesity, high blood pressure and diabetes – negatively impact your cognitive health.



## BREAK A SWEAT

Engage in regular cardiovascular exercise that elevates heart rate and increases blood flow. Studies have found that physical activity reduces risk of cognitive decline.

## HEADS UP!

Brain injury can raise risk of cognitive decline and dementia. Wear a seat belt and use a helmet when playing contact sports or riding a bike.



**Growing evidence indicates that people can reduce their risk of cognitive decline by adopting key lifestyle habits. When possible, combine these habits to achieve maximum benefit for the brain and body.**



## STUMP YOURSELF

Challenge your mind. Build a piece of furniture. Play games of strategy, like bridge.

## FUEL UP RIGHT

Eat a balanced diet that is higher in vegetables and fruit to help reduce the risk of cognitive decline.



## BUDDY UP

Staying socially engaged may support brain health. Find ways to be part of your local community or share activities with friends and family.



## TAKE CARE OF YOUR MENTAL HEALTH

Some studies link depression with cognitive decline, so seek treatment if you have depression, anxiety or stress.



## CATCH SOME ZZZ'S

Not getting enough sleep may result in problems with memory and thinking.



Visit [alz.org/10ways](http://alz.org/10ways) to learn more.

alzheimer's  association®

THE BRAINS BEHIND SAVING YOURS®



# 10 MANERAS DE CUIDAR SU CEREBRO



**COMIENCE AHORA.** Nunca es demasiado tarde ni demasiado temprano para incorporar hábitos saludables.



## EMPIECE A SUDAR

Realice ejercicios cardiovasculares de manera regular que aumenten la frecuencia cardíaca y el flujo sanguíneo. Recientes estudios comprobaron que la actividad física reduce el riesgo de deterioro cognitivo.



## ESTUDIE

La educación formal ayudará a reducir el riesgo de deterioro cognitivo y demencia. Tome clases en una institución educativa local, en un centro comunitario o en línea.



## DEJE EL CIGARRILLO

Fumar aumenta el riesgo de deterioro cognitivo. Dejar de fumar puede reducir el riesgo a los niveles de aquellas personas que no han fumado.



## SIGA SU CORAZÓN

Los factores de riesgo de las enfermedades cardiovasculares y derrames cerebrales como la obesidad, la hipertensión y la diabetes tienen un impacto negativo en su salud cognitiva.



## PÓNGASE A PRUEBA

Desafíe a su mente. Fabrique un mueble. Pruebe con juegos de estrategia como el Bridge.

Existen cada vez más evidencias que indican que las personas pueden reducir el riesgo de deterioro cognitivo si adoptan hábitos de vida saludable. Siempre que sea posible, combine estos hábitos para alcanzar el máximo beneficio del cuerpo y el cerebro.



## ¡CUIDADO CON LA CABEZA!

Las lesiones cerebrales pueden aumentar el riesgo de deterioro cognitivo y demencia. Utilice el cinturón de seguridad y casco cuando practique deportes de contacto o ande en bicicleta.



## HÁGASE AMIGOS

Mantenerse socialmente activo puede ayudar a mantener sano su cerebro. Descubra maneras de unirse a su comunidad local o de compartir actividades con sus amigos y familiares.



## CUIDE SU SALUD MENTAL

Algunos estudios relacionan la depresión con el deterioro cognitivo. Si está deprimido, se siente ansioso o estresado, busque tratamiento.



## ATRAPE EL SUEÑO

Si no duerme lo suficiente, es posible que tenga problemas de memoria o de habilidades del pensamiento.



## AUMENTE LA ENERGÍA CORRECTAMENTE

Siga una dieta balanceada y consuma muchas frutas y verduras para reducir el riesgo de deterioro cognitivo.

# “Go Purple” Menu

## Breakfast



Blueberry French Toast

Raisin Bran Cereal

Hard Boiled Eggs & Whole Wheat Toast

Blueberry Yogurt



## Lunch

Baked Cod with Whole Wheat Rice & Sweet Peas

Baked Chicken Breast with Purple Cabbage & Sweet Potatoes

Whole Wheat Spaghetti with Marinara

## Dessert

Mixed Fruit Bowl with Blackberries, Plums, Strawberries & Almonds

***A Brain Healthy Diet*** Certain foods rich in antioxidants and Omega 3 may improve brain health and function. There is a lot you can do to keep your brain healthy as you age. Just open your mind to a brain healthy diet and keep moving. Exercise is essential and most effective when combined with a brain healthy diet.

### ***Helpful Hints***

- Manage your body weight for overall good health of brain and body.
- Reduce your intake of foods high in fat and cholesterol.
- Increase your intake of antioxidant rich foods such as spinach, brussel sprouts, red grapes and plums.



# *“Go Purple” to Fight Alzheimer’s Disease*

---

Help us fight Alzheimer’s Disease by “Going Purple” for a day. Research shows that certain foods have been known to improve brain health and function. There is a lot you can do to help employees keep their brain healthy. So join us and “Go Purple” for a day!

## *Cafeteria Activities*

---

*Create a “Go Purple” Menu for the cafeteria and incorporate brain healthy food items such as:*

- Blueberry French Toast
- Raisin Bran Cereal
- Purple Hard Boiled Eggs and Whole Wheat Toast
- Baked Chicken Breast with Purple Cabbage and Sweet Potatoes
- Mixed Fruit Bowl with Blackberries, Plums, Strawberries and Cantaloup



---

### *“Go Purple” in the Cafeteria:*

- Use purple table cloths for the tables
- Decorate the cafeteria with purple balloons
- Place Alzheimer’s Association tent cards on the tables so staff can learn more about Alzheimer’s Disease.
- Invite your local Alzheimer’s Association Chapter to participate.
- For more information on Alzheimer's and Brain Awareness Month call 800.272.3900





## **SOCIAL FOR ALZHEIMER'S & BRAIN AWARENESS MONTH**

\*For images, use posts of staff members or constituents wearing purple (with their permission).

### **Twitter**

*On Friday, June 2, #EndAlzheimers will be the promoted trend on Twitter. If sharing any of the messages below on this date, please exchange #ENDALZ with #EndAlzheimers.*

- June is Alzheimer's & Brain Awareness Month. Learn how you can take action at [alz.org/abam](http://alz.org/abam). #ENDALZ
- June is Alzheimer's & Brain Awareness Month. Go purple in support of the 5 million+ Americans living with Alzheimer's! #ENDALZ
- [Fill in the blank]: I go purple for \_\_\_\_\_ in honor of Alzheimer's & Brain Awareness Month. #ENDALZ
- Help raise Alzheimer's awareness by going purple in June in honor of Alzheimer's & Brain Awareness Month. [alz.org/abam](http://alz.org/abam) #ENDALZ
- Let's turn Twitter purple in honor of Alzheimer's & Brain Awareness Month! Share your photos wearing purple. #ENDALZ
- Get inspired by powerful stories of people sharing their experience with Alzheimer's. Then share your own using #MyAlzStory.
- It's Alzheimer's & Brain Awareness Month. Share your Alzheimer's story using #MyAlzStory to show the world how this disease affects you.
- Help raise awareness for the fight to #ENDALZ during Alzheimer's & Brain Awareness Month. Share your Alzheimer's story using #MyAlzStory.

### **Instagram**

- June is Alzheimer's & Brain Awareness Month! Share a photo of yourself in purple and tell us why you support the fight to #ENDALZ.
- June is all about purple and the fight to #ENDALZ. Share a photo of yourself wearing purple in honor of Alzheimer's & Brain Awareness Month.
- In June, we go purple! Share a photo wearing your purple best in honor of Alzheimer's & Brain Awareness Month. #ENDALZ
- Go purple to support the more than 5 million Americans living with Alzheimer's in honor of Alzheimer's & Brain Awareness Month. #ENDALZ
- It's Alzheimer's & Brain Awareness Month. Share your Alzheimer's story using #MyAlzStory to show the world how this disease affects you. #ENDALZ
- Help raise awareness for the fight to #ENDALZ during Alzheimer's & Brain Awareness Month. Post a photo of you and your loved one, and share how Alzheimer's has impacted your life using #MyAlzStory.

### **Facebook**

- June is Alzheimer's & Brain Awareness Month. Uncover the truth about Alzheimer's and learn ways to take action at [alz.org/abam](http://alz.org/abam).
- Show your purple! June is Alzheimer's & Brain Awareness Month, and you can help raise awareness by going purple and sharing why you support the fight to end Alzheimer's.
- In June, we go purple! Show your support for the more than 5 million Americans living with Alzheimer's by changing your profile picture during Alzheimer's & Brain Awareness Month!
- It's Alzheimer's & Brain Awareness Month. Share your #MyAlzStory to show the world how this disease affects you.
- Help raise Alzheimer's awareness in June. Post a photo of you and your loved one, and share how Alzheimer's has impacted your life in honor of Alzheimer's & Brain Awareness Month. Your story could motivate others to take action in the fight to end this disease.



# THE LONGEST DAY<sup>®</sup>

alzheimer's  association<sup>®</sup>

## WHAT IS THE LONGEST DAY?

The Longest Day<sup>®</sup> is all about love. Love for all those affected by Alzheimer's disease. On the summer solstice, June 21, 2017, people across the world will join the Alzheimer's Association<sup>®</sup> to do an activity they love — or an activity loved by those affected — to help end Alzheimer's. Together, we will raise funds and awareness for care and support while advancing research toward the first survivor of Alzheimer's.

## HOW DO I PARTICIPATE?



### STEP 1 SELECT AN ACTIVITY YOU LOVE

Visit [alz.org/thelongestday](http://alz.org/thelongestday) to sign up and select an activity! Do something you love — or honor a caregiver, someone living with Alzheimer's, or someone you've lost by selecting his or her favorite hobby. From swimming to scrapbooking, you're limited only by your imagination.



### STEP 2 PICK A WAY TO PARTICIPATE

Start or join a team, host an event, or register as an individual. Choose the way that works best for you!



### STEP 3 RAISE MONEY AND MOVE THE CAUSE FORWARD

To advance critically needed research and provide care and support, each participant is asked to raise funds for the efforts of the Alzheimer's Association. Start fundraising early and you'll see your total skyrocket. Association staff and volunteer committee members can help with tools, tips and advice.



### STEP 4 MAKE PLANS FOR THE LONGEST DAY

If you're hosting an event or participating as part of a team, get organized now — send invitations, organize supplies and strategize for the big day. If you're participating solo, think about the support you need during your activity. A photographer? Cheerleaders? Ask friends and family to help.



### STEP 5 PARTICIPATE – AND CELEBRATE!

On The Longest Day, you're part of a global movement to help end Alzheimer's disease. Share your photos, stories and fundraising successes on Facebook, Twitter and Instagram to show your love across the world. Use [#TheLongestDay](https://twitter.com/TheLongestDay) and [#ENDALZ](https://twitter.com/ENDALZ).

To learn more, visit [alz.org/thelongestday](http://alz.org/thelongestday) or call **800.272.3900**.

# FUNDRAISING IDEAS — FOR WORK!

Cake Walk	Ask team members to bake or donate cakes and host a cake walk at the office. For each entry, charge a donation.
Car Wash	Host a car wash in your office complex or nearby shopping center. Make signs and advertise around your office.
Bake Sale	Sell cookies, donuts, bagels, popcorn, muffins, candy, etc. in exchange for a donation. For additional fun, ask employees to vote on the best item and award that employee a prize.
Drawing for Prizes	For a donation, co-workers are entered into a drawing to win prizes like casual days, prime parking spots, free lunch, gift certificates, etc.
Executive Dare	Once your team goal is set, challenge staff to reach it. If they can collectively reach the goal, ask a manager or CEO to perform a dare such as kissing a pig or dyeing their hair purple.
Lunch with the Boss	Employees who raise \$100 or more are entered into a drawing for lunch with a top-level executive.
Miniature Golf Putting Contest	Set up putting greens around the office, charge a fee and offer prizes!
Penny Wars or Coin Wars	Set up jars representing different teams or departments. Employees can drop their spare dimes, nickels and pennies into the jar. Any quarters or paper currency dropped in the jar is subtracted from the total. Employees may “sabotage” another department’s jar by dropping quarters or dollars into it. At the end of the campaign, both positive and negative coins are counted and the group with the most money wins a prize like a department pizza party.
Birthday Donations	Ask friends, family and co-workers to make a donation to your team in honor of your birthday (or the birthday of someone you are honoring). You could even host your own birthday party asking attendees to support your fundraising in lieu of a gift to you.
Bake-off/Cook-off	Find out which of your co-workers is a whiz in the kitchen. Organize a contest to see who makes the best baked goods, chili, sides or anything you like.
Personal Vending Machine at Work	Have you ever wondered how much money the vending machine at work clears in a single week? Find out! Purchase some of the office favorites in bulk (or better yet, have them donated) and sell them from your desk for \$1 or \$2.
Happy Hour	Team up with a restaurant near your workplace for a fundraising happy hour. Many establishments will donate a portion of the proceeds from food and drink to the cause.



# THE LONGEST DAY®

alzheimer's association®

## COOKING AND BAKING: FUNDRAISING FOR THE LONGEST DAY®

If you are someone who loves to cook or bake, use your talent to show your love for all those affected by Alzheimer's on The Longest Day! Whether you're participating as an individual, hosting a party/event or organizing a team, here are some ideas to use cooking and baking as an activity for The Longest Day. If you are honoring a person living with or lost to the disease, make your culinary efforts more meaningful by using one of their recipes. Thank you for raising funds and awareness for the care, support and research efforts of the Alzheimer's Association®.

### HOST A BAKE SALE

Ask your employer, place of worship, bank or other location if you can set up a table to sell baked goods. Include a general donation jar for those that would like to donate without buying anything. (Use our jar wrapper, found in your Participant Center).

### "SELL" COOKING LESSONS

Have a recipe or menu that everyone loves? Offer to teach people how to make it for a donation. Students get to eat or take their creations with them.

### CREATE A COOKBOOK OF SPECIAL RECIPES AND SELL THEM FOR A DONATION

Collect recipes from friends, relatives and colleagues, or members of your place of worship, bowling team or another organization. You can also create a book of family favorites or specialties loved by the person you are honoring for The Longest Day.

### HOST A COOK-OFF OR BAKE-OFF

Challenge your co-workers, family and friends to a cook-off or bake-off. Charge an entry fee for each item. Ask your judges to donate as well since they will get to sample the entries! Give the winners gift cards donated from local businesses.

### HOST A PANCAKE BREAKFAST, LUNCHEON, DINNER PARTY OR COOKOUT

Make your event more meaningful by selecting food or recipes loved by the person you're honoring. Guests who attend can make a donation in exchange for a delicious meal! Ask friends and family to join you in the food preparation.

### BID FOR BAKED GOODS

Spice up a traditional bake sale by auctioning off the fanciest or most popular items. Set a minimum bid and go up from there. The auction can be live or silent.

