

NEWS RELEASE

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22nd HopeHealth Walk for Alzheimer's *Walk Kickoff Breakfast on March 14, 2014*

Hyannis, MA – HopeHealth announced its 22nd Walk for Alzheimer's is open to walkers to support the programs of Hope Dementia & Alzheimer's Services. The signature event provides funding for essential services for those living with Alzheimer's and their caregivers, healthcare professionals and community agencies. These services include assessment, individual and group counseling, education, telephonic support, respite care and much more. Formerly known as Alzheimer's Services of Cape Cod & the Islands, the organization is now part of the HopeHealth family of services.

Walk Kickoff Breakfast

Friday, March 14 from 7:30 a.m. to 9:00 a.m. at the Dan'l Webster Inn in Sandwich

Learn more about the Walk for Alzheimer's on March 14 and how you can make a difference in the lives of those battling this disease. Hear brief and powerful stories from members of the community coping with this disease. Leaders in the community will provide brief comments about why they and their employees feel passionate about this cause. Team captains will receive kits and information to help them raise funds for Alzheimer's caregiver programs.

The breakfast will be hosted by Mindy Todd, Managing Director of the NPR station for Cape Cod, Martha's Vineyard, Nantucket and the South Coast. After starting her broadcasting career as midday DJ at WARE in Ware, Massachusetts, Todd quickly became one of the few women in broadcasting to anchor her own morning show. Her career has covered nearly all aspects of broadcasting and she is very active in the community sitting on several boards and committees.

When you walk, you help thousands in our region receive essential care and support services. Walking for Alzheimer's on May 18, 2014 makes life better for thousands of local families. They need you to sign up today at HopeHealthCo.org/walk.

According to the Massachusetts Alzheimer's Disease and Related Disorders State Plan, every sixty-nine seconds another American develops Alzheimer's disease. It is the sixth leading cause of death in the United States and the fifth leading cause of death for those 65 and older. One in nine people age 65 and older has Alzheimer's disease, 4 percent under 65 have younger-onset Alzheimer's.

Most care for people with Alzheimer's in Massachusetts is delivered at home by family member and they often must seek community supportive services. Family caregivers often suffer from both physical and mental exhaustion. The mission of Hope Dementia & Alzheimer's Service is to provide information, education and support for people with Alzheimer's disease or a related dementia—and the families and professionals who care for them.

“Better access to and knowledge of services can help caregivers provide a higher quality of care to their loved ones as the disease progresses, often postponing the need for more costly long term residential care,” said David Rehm, president & CEO, HopeHealth. “The emotional stress of caregivers can be alleviated when they are given clear, simple information about the disease and its progression and services available in the community. Improving access to caregiver interventions can improve caregiver health and decrease reliance and financial strain on our health and social service systems.”

Walk

The 22nd HopeHealth Walk for Alzheimer's will take place on Sunday, May 18, 2014 at the Cape Cod Canal, Buzzards Bay Park. Registration begins at 9:00 a.m. with the walk starting at 10:00 a.m.

The website is available to make registration and fundraising easier – visit HopeHealthCo.org/walk to sign up as a team or an individual walker. For questions about the 22nd HopeHealth Walk for Alzheimer's, please contact (508) 957-0254 or Walk@HopeHealthCo.org.

For more information on Mindy Todd, visit capeandislands.org.

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