



alzheimer's association™

"Racing 4 Your Memories" FACT SHEET

WHAT: The 3rd Annual "Racing 4 Your Memories" event is a 5K Walk and 5K/10KRun to benefit the Alzheimer's Association Greater Michigan Chapter. Our fundraising goal is \$30,000 and all proceeds stay within our Chapter. All ages and athletic abilities are welcome!

WHERE: Kensington Metropark in Milford, at Martindale Beach

WHEN: Sunday, May 18, 2008 (rain or shine!)
8:00 a.m. Registration
8:30 a.m. Runs/Walk begin – delayed starts for each
9:30 a.m. Awards and Refreshments

WHY: **Alzheimer's disease affects 5 million Americans, over 75,000 in the Detroit metropolitan area.** Over 19 million Americans say they have a family member with Alzheimer's disease. By the time the baby boomers reach the age of greatest risk, there will be 14 million Alzheimer's victims. Money raised from "Racing 4 Your Memories" provides education, training and support services for local Alzheimer's patients & their families.

HOW: Sign up online at www.racing4yourmemories.org or contact the Alzheimer's Association Greater Michigan Chapter office in Southfield to obtain a brochure and registration form. Everyone is encouraged to raise funds and qualify for great incentive prizes! Walkers and Runners can also participate as a team by combining their pledges and have even more fun while supporting a great cause!

FEE: Registration includes an official "Racing 4 Your Memories" t-shirt and goodie bag to be handed out the morning of the event.

Participant Type:	Early Bird	Event Day
Walkers	\$15	\$20
Runners	\$20	\$25

The deadline for Early Bird Registration is Friday, May 9, 2008. Early-Bird registrants will receive an Official Welcome Packet and be guaranteed the shirt size of choice. Included in the packet is your Express Check-In Envelope with the participation waiver that must be signed, plus all other details for a successful race experience!

**For more information, please contact:
Tara Beatty
Special Events Coordinator
Alzheimer's Association Greater Michigan Chapter
248.996.1060 or tara.beatty@alz.org**

