



FOR IMMEDIATE RELEASE

**Alzheimer's Los Angeles to host  
walk4ALZ® Goes Virtual  
Saturday, October 10<sup>th</sup> at 10am**

LOS ANGELES, CA (September 22, 2020) – After nearly 30 years of having an annual walk, Alzheimer's Los Angeles will hold their first ever walk4ALZ® Goes Virtual. The virtual walk will culminate with an online celebration on Saturday, October 10 at 10:00am on Facebook Live. The funds raised from this virtual walk directly help people in LA County and the Inland Empire living with Alzheimer's and other dementias and provide support and programming for their family caregivers. The popular event is expected to draw hundreds of virtual walkers and supporters and hopes to raise \$200,000 in donations.

Virtual walkers will join hundreds of other participants all walking for the same cause around their neighborhood. Walk4ALZ participants can do any physical activity at anytime from anywhere leading up to October 10th. Virtual walkers choose the date, time and location that works best for them.

Registration is free. Walkers who raise \$100 or more will receive a walk4ALZ® t-shirt. This year, virtual walkers will have the opportunity to join the pawz4ALZ team and include their furry friends in their physical activity. Members of the pawz4ALZ team will get an Alzheimer's LA pet bandana when they raise \$50 or more. The virtual celebration will be hosted by Jet Raskin of 88.5 FM and walkers will have a chance to see a live performance by The War and Treaty.

This year's walk4ALZ® Los Angeles sponsors include Amoeba Music, Aoki Foundation, 88.5 FM, Union Bank, Shepherd Kaplan Krochuk, American Business Bank, BeStructured, JorgensenHR, Molina Healthcare, Acadia Pharmaceuticals, Aegis Living, Harrington Group, Leavitt Group, Mutual of America, and UCLA Health.

*"We are overwhelmed by the passion for the cause demonstrated by those in Los Angeles," says Heather Cooper Ortner, president and CEO of Alzheimer's Los Angeles. "Their commitment to supporting families facing Alzheimer's through walk4ALZ® is heartwarming and reinforces the growing need that exists in our communities. We encourage everyone to get involved, lead a team, join a team, and walk."*



Due to COVID-19, Alzheimer's Los Angeles is experiencing a great challenge providing essential programs to their older and vulnerable clients. By participating in walk4ALZ, walkers will help Alzheimer's LA deliver programs that make a critical difference in the lives of families facing Alzheimer's and other dementias. In California, more than half a million people have Alzheimer's disease. Experts estimate that someone in the U.S. develops Alzheimer's disease every 65 seconds. By mid-century someone will develop Alzheimer's disease every 33 seconds.

**To start a team, join a team, or donate, contact Alzheimer's Los Angeles at:**  
<http://www.AlzheimersLA.org/walk4ALZ>

### **Walk4ALZ® Goes Virtual Event Details**

When: Saturday, October 10, 2020  
10:00 a.m. Virtual Celebration on Facebook Live

### **About Alzheimer's Los Angeles**

For nearly 40 years Alzheimer's Los Angeles has been serving people throughout Los Angeles County and the Inland Empire. 100% of funds raised stay local, providing free care and support for individuals and families. Low cost training and education are also offered for professionals. Alzheimer's Los Angeles focuses on care, support, advocacy, and local research. Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline at 844.HELP.ALZ or visit [www.alzheimersLA.org](http://www.alzheimersLA.org)

Find Alzheimer's Los Angeles on social media:

Facebook: <https://www.facebook.com/AlzheimersLA>

Twitter: @AlzheimersLA

Instagram: @AlzheimersLA

YouTube: @AlzheimersLA

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