



KEEP MEMORY ALIVE
MONTH OF MEMORIES
LET'S MAKE NOVEMBER A MONTH TO REMEMBER
NATIONAL ALZHEIMER'S DISEASE AWARENESS & FAMILY CAREGIVER MONTH

Month of Memories is a community-wide fundraising initiative in support of **National Alzheimer's Disease Awareness & Family Caregiver Month**.

Keep Memory Alive leverages the month to raise funds and awareness in support of the 5.8 million Americans living with Alzheimer's disease, and the family that cares for them. Proceeds raised during this month go towards research, patient care and free support services and programs at **Cleveland Clinic Lou Ruvo Center for Brain Health**

HELP US CREATE & PRESERVE MEMORIES
Without you, none of this is possible!



ABOUT KEEP MEMORY ALIVE & CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH

Keep Memory Alive is the sole fundraising arm for **Cleveland Clinic Lou Ruvo Center for Brain Health** – a world-renowned facility specializing in the expert diagnosis, research, treatment and education of neurodegenerative diseases.

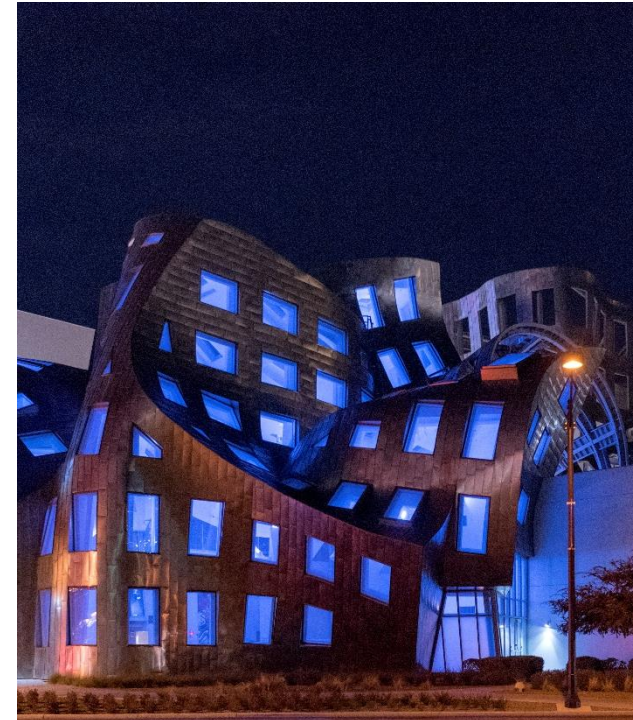
During this time of uncertainty, our mission has remained steadfast. We continue to be a beacon of hope for our patients and families by providing virtual care from afar – be it via support and educational programming or a telemedicine neurological visit. Today, we have successfully moved all of our free education and support programming into a virtual platform, allowing us to extend our reach, bringing friendship and support to patients and their families in the comfort of their own home



YOUR SUPPORT MAKES A DIFFERENCE

The funds raised during the Month of Memories are used to provide world-class care and resources to those living with Alzheimer's right here in our community.

- ❖ **Alzheimer's disease is the only top 10 cause of death in the United States that cannot be prevented, cured or even slowed.**
- ❖ **Alzheimer's disease** is a looming public health crisis and by 2050, will **affect 13.8 million people and cost \$1.1 trillion.**
- ❖ According to The Alzheimer's Association, **Nevada has the third fastest growing dementia population in the country with Alzheimer's being the sixth leading cause of death.**
- ❖ Between now and 2025, the financial cost of Alzheimer's disease and other forms of dementia to Medicaid in Nevada will increase 49%, from \$185 million to \$275 million.



WHY PARTICIPATE IN MONTH OF MEMORIES 2020?

... Because we are ALL part of the solution!

Below are some sample activations or create your own unique promotion

- Specialty cocktail or menu item
- **In-Store Promotion** - ask customers to make a \$1 donation at POS
- **Purple Brain In-Store Pinup** - sell brains for one price or sell them in incremental dollar amounts for example \$1, \$2 and \$5.
- **Other ways to give**
 - ❖ Get creative and design a promotion around your business
 - ❖ Host a Virtual 5k or Bike Ride
 - ❖ Celebrate birthdays, anniversaries or special occasions by donating to Keep Memory Alive
 - ❖ For more ideas - visit the [Keep Memory Alive](#) website

**Please join us and sign-up today!
Participation form due by October 16, 2020**

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