



**SENIORS Helping SENIORS®**  
The Power of Love®

**For Immediate Release**  
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EVERY 70 SECONDS SOMEONE IN AMERICA DEVELOPS ALZHEIMER'S.  
BY MID CENTURY, IT IS ESTIMATED SOMEONE WILL DEVELOP THE DISEASE EVERY 33 SECONDS!!

## **Seniors Helping Seniors® team walking to help defeat Alzheimer's**

Wyomissing, PA -- The morning started cool but sunny and quickly turned into the perfect day for Seniors Helping Seniors friends and staff to strap on their walking shoes and step out to join 10,000 other walkers at Citizens Bank Park (home of the Philadelphia Phillies), for the Alzheimer's Memory Walk; an annual fundraiser to combat Alzheimer's. Forty four Seniors Helping Seniors volunteers made the trip and collected nearly \$3,000 in donations. "We had a great day together. I can't wait to do this next year and see how our support for the 2011 Memory Walk will grow." shares Sharon Santoni.

Alzheimer's—is the most common form of dementia and it is predicted to affect 1 in 85 people globally by 2050. Estimates from several studies indicate that 5.3 million Americans have been diagnosed with Alzheimer's. Of those 5.1 million are age 65 and over; nationwide that's one in eight people 65 or older who are coping with the devastating effects of this disease. Alzheimer's is the sixth leading cause of death in the United States.

Local Seniors Helping Seniors offices across the country work with people with Alzheimer's and their families every day. Senior Care Providers help to improve the quality of life for Alzheimer's sufferers and their families. They provide relief for family caregivers and help Alzheimer's sufferers remain in their home in familiar surroundings where they will be more comfortable.



**Bucks County Seniors Helping Seniors Franchise Partner Barbara Marte began supporting the fight against Alzheimer's seventeen years ago and is still leading the fight today.** “I became involved with Memory Walk in 1993 when I contacted the Alzheimer’s Association to ask for some advise in setting up a new Special Care Unit for people with dementia. They advised me of the Memory Walk which was about to occur and I agreed to come and see what it was all about. From then on, I made the Memory Walk part of my volunteer activities. It is contagious. Once you get started, you just want to do better each year.”

“Since opening my Seniors Helping Seniors® franchise, I have become involved with the Delaware Valley Chapter of the Alzheimer’s Association and for the past 2 years have been a member of the committee to plan the event, secure donations of food and entertainment, participate in wrap around fund raisers and recruit teams.” notes Barbara. “Now that Seniors Helping Seniors In-Home services is growing in our region, I am hoping we will soon be one of the greatest fund raisers for this important event. Alzheimer’s is a devastating disease and because of what we do at Seniors Helping Seniors, we see firsthand how the disease destroys dreams for entire families when just one member of the family is affected. ”

The onset of Alzheimer’s disease is characterized by the loss of or decline in memory and other cognitive abilities. Gradually, all body systems are affected. This is a disease which usually impacts a healthy, vital individual and robs them and their family of their personhood but not their being.

**Alzheimer's has no current cure, but treatments for symptoms are available and research continues.** Although current Alzheimer treatments cannot stop Alzheimer's from progressing, they can temporarily slow the worsening of symptoms and improve quality of life for those with Alzheimer's and their caregivers. Today, there is a worldwide effort under way to find better ways to treat the disease, delay its onset, and prevent it from developing.

THE ALZHEIMER'S MEMORY WALK is the principle fund raiser for The Alzheimer’s Association. In every section of the United States the local chapter of The Alzheimer’s Association (alz.org) works towards this annual event to create awareness of the disease and to raise funds. The association is dedicated to helping people with Alzheimer’s disease, and their families through education, advocacy, support and by funding promising research. The Association’s goal is to provide a comprehensive system of compassionate care and family support and to support research efforts to prevent, treat and cure Alzheimer’s disease and related dementias.



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It is important to note that \$.84 of every dollar donated goes directly to support educational outreach, helpline, support groups and services at the Chapter as well as cutting edge research efforts to find a cure. Only \$.16 is spent on overhead and fundraising – due in great part to the terrific volunteers who help keep costs down!

The Delaware Valley Chapter hosts a total of 5 Memory Walks each year. The Philadelphia Walk at Citizens Bank Park is the largest walk in our Chapter, with 10,000+ walkers and over \$500,000 raised. Other walks include Rehoboth Beach and Wilmington, DE, Kutztown, PA and Atlantic City, NJ.

The mission of **Seniors Helping Seniors** in-home services is simple: To provide seniors with the ability to choose an independent lifestyle in their own homes, for as long as possible, with the dignity and respect they deserve, by providing compassionate seniors to help. This innovative program provides the support seniors need from people who understand them the most. Since our helpers are also seniors, they understand more about the twists and turns of life. They provide essential services such as companionship, transportation, meal preparation, light housekeeping, yard work, overnight stays, pet care and handyman services. Providers are seniors with the heart of a volunteer, doing what they love to do, but are also compensated for their time.

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**For Franchise Information:**

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