

WALK ^{TO} END ALZHEIMER'S

ALZHEIMER'S ASSOCIATION®

PAINT DOWNTOWN PURPLE

Paint Downtown Purple is a promotional campaign to raise awareness of the Alzheimer's Association and its resources. It also allows us to promote the Walk to End Alzheimer's happening on November 9, 2024.

Ways to "Go Purple"

- ✓ Wear purple clothing
- ✓ Put up a purple window display
- ✓ Set up a purple flower bouquet
- ✓ Wear purple wristbands

How to Participate:

June 8 - June 21:

Purple up your business or storefront by incorporating our materials in your display for this period. Share Alzheimer's Association resources with your clients or customers.

June 22:

Send us a photo of your display to participate in a week-long online public voting contest on our chapter's Facebook page!

For our restaurants & breweries:

Serve purple food or create a purple drink. Donate a portion of sales from each purple food/drink item to the Alzheimer's Association.

Alzheimer's Association 24/7 Helpline:

800-272-3900

www.alz.org

CAMPAIGN SUPPORT

Taylor Lajeunesse:
860-841-9008
tlajeunesse@abc-seniors.com

Kimberly Brey:
860-949-8324
krbrey@alz.org

We love when new walk teams are created because it helps us expand our reach to more people affected by dementia! If you don't wish to create a team, you can join Always Best Care of Central CT's walk team by scanning the QR code below!

Cash donations can be kept in an envelope and tracked with the Contribution Tracking Form. If you don't have a team, online donations can also be made by scanning the QR code below!

To Create Your Own Walk Team & Donation Page



Always Best Care Central CT Team Registration & Donation Page



*Join us at the walk!
November 9, 2024
Rentschler Field, East Hartford
Event Starts at 9:00 AM*

Staff and community engagement volunteers are here to support your participation throughout the campaign.