Greater Pennsylvania Chapter

Fall 2016
Happy Valley Communications
Campaign Book
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Information</td>
<td>2</td>
</tr>
<tr>
<td>Team Bios</td>
<td>3</td>
</tr>
<tr>
<td>Client Summary</td>
<td>5</td>
</tr>
<tr>
<td>Walk to End Alzheimer's Summary</td>
<td>7</td>
</tr>
<tr>
<td>Strategy Summary</td>
<td>8</td>
</tr>
<tr>
<td>Media Outreach</td>
<td>11</td>
</tr>
<tr>
<td>Press Release</td>
<td></td>
</tr>
<tr>
<td>Fact Sheet - Alzheimer's Association</td>
<td></td>
</tr>
<tr>
<td>Fact Sheet - Greater PA Chapter</td>
<td></td>
</tr>
<tr>
<td>Media Alert</td>
<td></td>
</tr>
<tr>
<td>PSA</td>
<td></td>
</tr>
<tr>
<td>Media List</td>
<td></td>
</tr>
<tr>
<td>Social Media Campaign</td>
<td>17</td>
</tr>
<tr>
<td>Graphics Campaign</td>
<td>18</td>
</tr>
<tr>
<td>Pop Up Tables &amp; Balloon Display</td>
<td>20</td>
</tr>
<tr>
<td>Walk to End Alzheimer's Event Summary</td>
<td>21</td>
</tr>
<tr>
<td>Appendix</td>
<td>22</td>
</tr>
</tbody>
</table>
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Zachary Jones
Account Executive

Zack is a senior pursuing dual majors in public relations and political science. Previously, Zack was an Account Associate for the Greater Pennsylvania Chapter of the Alzheimer’s Association. In addition to his role with HVC, Zack serves as the Vice President for the Lawrence G. Foster Chapter of the Public Relations Student Society of America and Press Secretary for the University Park Undergraduate Association. Zack’s prior experiences include being a Policy/Public Affairs Intern with the Association of American Universities, a non profit that helps to address many of the issues affecting the nation’s top institutions of higher learning. Additionally, he was a Communications and Marketing Intern with the Human Rights Campaign, the nation’s largest LGBTQ civil rights advocacy group.

Lara Good
Account Associate

Lara is a current sophomore intending on majoring in Advertising and minoring in Psychology, International Studies and Digital Media. This was her first semester with HVC. Lara is on the 2017 Executive Board of Phi Mu Fraternity, and is also the Public Relations Chair of LEV THON Org. This past summer she interned with a New Frontier, a small Marketing Firm in her home town.

Mary Cassone
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Kevin Kelley
Account Associate

Kevin is a current senior double majoring in Advertising and English with minors in History and International Studies. This is his second semester with HVC, previously working with Global Entrepreneurship Week. In addition to HVC, Kevin is currently an IMC/Media member for Penn State’s NSAC (National Student Advertising Competition) and a photographer for the Daily Collegian. Previously, Kevin was a social media intern with the Malini Foundation, research assistant for College
of Communications, and a Donor Relation Homecoming captain for Penn State’s 2015 Homecoming.

Sarah Gardner
Account Associate

Sarah is a senior majoring in Marketing with a minor in Psychology. This is her first semester with HVC. In addition to HVC, Sarah was a Public Relations Captain for Penn State Homecoming and Relay For Life. Currently, she sits on Phi Sigma Sigma’s Executive Board, is the Director of Entertainment for Relay For Life, and a Lion Scout. Last summer, she was a District Manager Intern at the international grocery store, Aldi.

Stephanie Chasi
Account Associate

Stephanie is currently a senior, double majoring in Public Relations and Sociology with a minor in Teaching English to Speakers of Other Languages (TESOL). Stephanie has been an Account Associate for Happy Valley Communications since Fall 2015 and worked with Penn State Dining’s Green 2 Go Initiative and the American Indian Powwow. Along with being involved with HVC, she is also a Student Public Relations Coordinator for Penn State Dining and a Before School Aid for Our Children’s Center. Previously, Steph was a Public Relations intern for The S3 Agency, which is a marketing, public relations and advertising agency located in New Jersey.
The Alzheimer's Association Greater Pennsylvania Chapter is one of over 70 Alzheimer's Association chapters, serving over 59 counties in western, central and northeastern Pennsylvania. Their offices are located in Pittsburgh, Harrisburg, Erie, Wilkes-Barre and State College.

Each chapter provides vital services and support to those individuals struggling with the disease, their families and caregivers. Their mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. The Greater Pennsylvania Chapter is a tax-exempt, 501(c)(3) nonprofit, donor-supported organization. Programs and services are made possible through contributions from individuals, corporations and foundations. The chapter uses 76% funds raised for programs, services and research efforts.

"We enhance care and support"
The Alzheimer's Association works on a global, national and local level to enhance care and support for all those affected by Alzheimer's and other dementias. We are here to help.

- Our professionally staffed 24/7 Helpline (1.800.272.3900) offers information and advice to more than 300,000 callers each year and provides translation services in more than 200 languages.
- We host face-to-face support groups and educational sessions in communities nationwide.
- We connect people across the globe through our online message boards, ALZConnected®. Our online community is ready to answer your questions and give you support.
- We provide caregivers and families with comprehensive online resources and information through our Alzheimer's and Dementia Caregiver Center, which features sections on early-stage, middle-stage and late-stage caregiving.
- We help people find clinical studies through our free, easy-to-use matching service Alzheimer's Association TrialMatch®. TrialMatch connects individuals with Alzheimer's, caregivers, healthy volunteers and physicians with current studies.
- Our free online tool, Alzheimer's Navigator®, helps those facing the disease to determine their needs and develop an action plan, and our online Community Resource Finder is a comprehensive database of programs and service, housing and care services, and legal experts.
- We house the Alzheimer's Association Green-Field Library, the nation's largest library and resource center devoted to increasing knowledge about Alzheimer's disease and related dementias.
- Our safety services, Comfort Zone® and MedicAlert® + Alzheimer’s Association Safe Return®, provide location management for people with Alzheimer's who wander.
• Our annual Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research.

We advance research
As the largest nonprofit funder of Alzheimer’s research, the Association is committed to accelerating the global progress of new treatments, preventions and ultimately, a cure. Visit our online Research Center.
• We advance the understanding of Alzheimer’s through our peer-reviewed research grant program, has invested over $350 million in more than 2,300 scientific investigations since 1982.
• Our annual Alzheimer's Association International Conference® (AAIC)® is the world’s largest conference of its kind, bringing researchers together to report on groundbreaking studies.
• Our scientific journal, Alzheimer's & Dementia®, provides a single publication for the global scientific community to share its diverse knowledge.
• Our professional society, Alzheimer's Association International Society to Advance Alzheimer's Research and Treatment (ISTAART), is the only professional society designed exclusively for individuals dedicated to Alzheimer's and dementia science.

We advocate
The Association is the leading voice for Alzheimer's disease advocacy, fighting for critical Alzheimer's research, prevention and care initiatives at the state and federal level. We diligently work to make Alzheimer’s a national priority. Join our cause.
• We develop policy resources, including Alzheimer’s Disease Facts and Figures and Changing the Trajectory of Alzheimer’s Disease, to educate decision makers on the economic and emotional toll that Alzheimer's takes on families and the nation.
• Our advocates engage elected officials at all levels of government and participate in our annual Alzheimer's Association Advocacy Forum, a march on Capitol Hill to meet with elected representatives.
• With our chapters, we work to pass legislation at the federal, state and global level. Our advocacy victories include passage of the National Alzheimer's Project Act (NAPA), which mandated the creation of a national plan to fight Alzheimer’s.

Our history
In 1979, Jerome H. Stone and representatives from several family support groups met with the National Institute on Aging to explore the value of a national, independent, nonprofit organization to complement federal efforts surrounding Alzheimer’s disease. That meeting resulted in the April 10, 1980, formation of the Alzheimer's Association with Mr. Stone as founding president. Today, the Association reaches millions of people affected by Alzheimer’s across the globe through our national office and chapters in communities nationwide. We are the world’s leading voluntary health organization in Alzheimer’s care, support and research. Together, we can change the future of Alzheimer’s.”
WALK TO END ALZHEIMER’S SUMMARY

Overview
The annual Walk to End Alzheimer’s is the world’s largest event to raise awareness and funds for Alzheimer’s care, support and research. People of all ages are able to register for free, individually or as part of a team in a community of their choice. With over 600 communities nationwide participating each year, it is easy for volunteers. The funds raised through Walk to End Alzheimer’s benefit the care, support and research efforts of the Alzheimer’s Association, from face-to-face support to online education programs and worldwide research initiatives.

“Why We Walk”
One of the hallmark aspects of the Walk to End Alzheimer’s is “Why We Walk”. “Why I Walk” stories are a way for volunteers to share their stories and the reasons why they participate. Aside from fundraising, one of the most inspiring things about the Walk to End Alzheimer’s is that it creates a community of support and encouragement for those afflicted by the disease. The flowers you’ve seen in pictures of the walk represent each participant’s promise to remember, honor, care and fight for those living with Alzheimer’s disease and their caregivers. Through color, these Promise Flowers represent the diverse reasons participants have gathered. The colors signify the following:

- **Blue** — I have Alzheimer’s
- **Yellow** — I am supporting or caring for someone with Alzheimer’s
- **Purple** — I have lost someone to Alzheimer’s
- **Orange** — I support the cause and a vision of a world without Alzheimer’s

2016 Walk to End Alzheimer’s
The 2016 Walk to End Alzheimer’s was a huge success. The most successful walks include:

- The Greater Boston Walk in Cambridge, MA, with a final fundraising total of over 1.4 million dollars.
- The Twin Cities Walk in Minneapolis, Minnesota, with a total of over 1.3 million dollars.
- San Jose, California, which raised a total of over 1.2 million dollars.
- And Philadelphia’s walk which also raised an impressive amount of over 1.2 million dollars this year!

The State College Walk to End Alzheimer’s event took place on October 29th at Medlar Field. The Greater PA Chapter of ALZ hosts 25 walks across the state each year, but...this is the first time Walk to End Alzheimer’s happened in State College; previously, it occurred in Bellefonte. So far, the event has raised $97,471.44 out of a $100,000 goal from 722 participants and 52 teams. The majority of those in attendance were students, which was a huge success for us as recruiting students to the event was one of our main goals.
STRATEGY SUMMARY

Background

Walk to End Alzheimer’s 2016 - State College, PA

Date and Time: Saturday, October 29, 2016 | 9 am
Registration at 9am
Ceremony at 10am
Walk at 10:30am

Location: Medlar Field at Lubrano Park, State College, PA

Objectives

● Promote the Walk to End Alzheimer’s to the wider State College Community
● Increase student turnout at Walk to End Alzheimer’s
● Encourage donations and volunteers for the event
● Highlight the dedication of caregivers who are integral to the Association’s success

Audience

● Penn State Student Body – 40,472
● State College Population – 41,757
  ○ Females – 46%
  ○ 25 – 34 – 13.1%
  ○ 45 – 64 – 6.5%

Target audiences for the walk are Penn State students who the Association would like to increase outreach to and cooperate with. Other target audiences include women who are statistically more empathetic to philanthropic causes. The 25 – 50 age range is the biggest demographic outside of the student body population that targeted advertising must reach.

COMMUNICATIONS PLAN

Our strategic communications plan consists of four approaches:
A. Media Outreach
B. Social Media
C. “Pop Up” Tables

A. Media Outreach
Promotion of the event in the media is an important part of the communications strategy. Because of this, we are developing a media kit with the following:

- Press Release
- Media List
- Media Alert
- Fact Sheets:
  - Alzheimer’s Association
  - Greater PA Chapter
- Public Service Announcements
  - 15 sec.
  - 20 sec.
  - 30 sec.
- Graphics
- Editorial Calendar

B. Social Media

Mediums: Greater PA Chapter Twitter and Facebook

A. Output Objectives:
- Two posts on each social media every week
- Preferably with media attached (photo, registration link, video etc....)

B. Theme/messages
- Huge emphasis on registering to vote and donating through social media
- Highlight student stories through social media

#WeCare Campaign

The goal of this social media campaign is to highlight the stories of three to five students who have family members affected by Alzheimer’s Association. Their stories will be highlighted through the use of graphics that state why each cares about fighting Alzheimer’s. The term “We Care” is a play off the popular Penn State chant “We Are!”

Snapchat Filter

Geofilters are a great way to engage users on the social media platform Snapchat. Geofilters are illustrations that can be overlaid onto photos while in specific locations.

Steps to getting a geofilter approved are: Design, Map, Buy
Below is a price estimate at the cost of a geofilter around Medlar Field. The “fence” was drawn to include the Beaver Stadium as a prominent attraction many may take pictures at, and also to include the parking lot across from the field.

C. “Pop Up” Tables
In an effort to increase student involvement and attendance, we propose having “pop up” tables. These tables would be similar to the tables that the Alzheimer’s Association hosts at the Great Race expo.

Major dates that we propose would be ideal for tables include:

- **Homecoming Weekend – Oct 7 – 8**
  - Table downtown would be the best positioning for a mass audience
  - Focus on registering for walk during this period.

- **Parents Weekend – Oct 14 – 15**
  - Table downtown on the Friday before the game would be the best positioning for a mass audience
  - Focus on donations during this period.

- **HUB Table - Every Wednesday**
  - Table in the HUB to promote the event amongst the student body
  - Plan to have it twice during the 12-1 p.m. period which is the busiest period of traffic in the HUB
MEDIA OUTREACH

As part of our community outreach efforts for the State College Walk to End Alzheimer’s, we created a media list with contacts from State College media, Penn State student-run media and surrounding towns’ media outlets. Newspaper outlets, magazines, online publications, radio and different television channels were all included in our media list. We contacted a total of 25 contacts, inviting them to attend the event and asking them their preferred timeline. We also submitted the event on the media’s online event calendar.

Media Publications

A total of 4 media outlet including StateCollege.com, Onward State, The Daily Collegian and Happy Valley Communications published a story about State College’s Walk to End Alzheimer’s.
FOR IMMEDIATE RELEASE

Walk to End Alzheimer’s Comes to Penn State

STATE COLLEGE, PA. - Oct. 6, 2016 - The Alzheimer’s Association’s Greater PA Chapter is pleased to host its annual Walk to End Alzheimer’s on Saturday, Oct. 29 at 9 a.m. at Medlar Field at Lubrano Park.

The Walk to End Alzheimer’s is a nationwide fundraising event, with more than 600 communities that host it every year. This philanthropic phenomenon is one of the world’s largest events dedicated to increasing awareness and raising funds to support those affected by Alzheimer’s disease. All funds raised at the Walk to End Alzheimer’s will be used for the care, support and research of Alzheimer’s.

Be a part of Alzheimer’s Association’s mission to end Alzheimer’s by registering, volunteering or donating for this event. Registration can be done online at act.alz.org. Individuals can register by starting a team, joining a team or walking individually. Registration starts at 9 a.m. with the ceremony beginning at 10 a.m. and the two-mile walk beginning at 10:30 a.m. For more information contact Lissa Wise at lwise@alz.org or 814-954-5990.

###

Alzheimer’s Association is a nationwide non-profit organization that aims to enhance care and support to people suffering, reduce the risk of this disease, and provide advanced research to ultimately eliminate Alzheimer’s.
Lissa Wise
814-954-5990
lwise@alz.org

Alzheimer’s Association

The Alzheimer’s Association is a non-profit, donor-supported organization, dedicated to providing vital services and support to those individuals struggling with the disease, their families and caregivers. Formed in 1980, the Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research.

Programs & Services:
❖ Local chapters in all 50 states offer communities care consultation, support groups, safety services and education.
❖ 24/7 helpline offers information and advice to more than 300,000 callers each year and provides translation services in more than 200 languages.
❖ ALZConnected® message boards connect people across the globe.
❖ ALZ.org offers free online tools such as Alzheimer’s Association TrialMatch® and Alzheimer's Navigator® to help those facing the disease to determine their needs and develop an action plan.
❖ Houses the Alzheimer's Association Green-Field Library, the nation's largest library and resource center offering knowledge about Alzheimer's related dementias.
❖ MedicAlert® + Alzheimer’s Association Safe Return® provides those afflicted with a 24-hour nationwide emergency response service.

Advocacy:
❖ Walk to End Alzheimer’s® is the world’s largest event to raise awareness and funds for Alzheimer’s.
❖ The Longest Day® event honors those with Alzheimer's on June 21, the summer solstice.

Research:
❖ International research grant program has invested over $375 million in more than 2,400 scientific investigations since 1982 to advance the understanding of Alzheimer’s.
❖ Annual Alzheimer's Association International Conference® (AAIC)® is the world’s largest conference of its kind.
❖ Alzheimer’s & Dementia®, an online journal, provides a single publication for the global scientific community.
❖ The International Society to Advance Alzheimer's Research and Treatment (ISTAART), is a professional society dedicated to Alzheimer's and dementia science.
❖ Leads the World Wide Alzheimer’s Neuroimaging Initiative (WW-ADNI), a consortium of international Alzheimer’s investigators.

###
Alzheimer’s Association: The Greater Pennsylvania Chapter

The Alzheimer’s Association is a national non-profit organization that strives to enhance care, support and research for all of those affected by Alzheimer’s by fundraising, volunteering and donating. The Greater Pennsylvania Chapter proudly serves 59 counties through five locations which include offices in Pittsburgh, Erie, State College, Harrisburg and Wilkes-Barre.

Support Groups

❖ Various support groups can be found on the Community Resource Finder online. This search is customized for patient’s needs.
❖ There is a 24 hour/7 days a week helpline available in 140 different languages. The number is 1-800-272-3900.
❖ Message boards and chat rooms aim to provide a 24 hour/7 days a week online community for Alzheimer’s patients, caregivers and care providers.
❖ The Early-Stage Peer-to-Peer Outreach Program strives to connect newly diagnosed Alzheimer’s or dementia patients with others experiencing early stages of the disease.

Educational Programs

❖ Free educational programs are offered through all five locations and vary depending on the location.
❖ A calendar of these educational programs offered for the year can be found online.
❖ Some of the topics covered in these educational programs include: “10 Warning Signs”, “Understanding Memory Loss”, “Healthier Habits for a Healthier You.” and many more.

Professional Development

❖ Training and educational programs are offered to community based and residential care professionals.
❖ Five educational conferences are offered throughout different locations in Pennsylvania.
❖ Alzheimer’s Association offers a web-based program called: CARES: A Dementia Caregiving Approach. This includes six one-hour training sessions online.

###
For Immediate Release
For Media Planning Purposes Only

Oct. 6, 2016

Alzheimer’s Association Walk To End Alzheimer’s

STATE COLLEGE, Pa. - The Alzheimer’s Association’s Greater PA Chapter will host its annual Walk To End Alzheimer’s on Oct. 29. All funds raised through Walk to End Alzheimer's further the care, support and research efforts of the Alzheimer's Association.

Who: Alzheimer’s Association: Greater PA Chapter

What: Walk To End Alzheimer’s

When: Oct. 29, 2016

For the Press: [ALZ Rep.] will be available for interviews from 10-11 a.m.

General information: Registration begins at 9 a.m. at Medlar Field, followed by the opening ceremony at 10 a.m. The Walk officially starts at 10:30 a.m.

Additional Information: To schedule additional interviews or photo opportunities, please contact Lissa Wise at 814-954-5990 or lwise@alz.org.

# # #
Public Service Announcement

:40

JOIN THE ALZHEIMER’S ASSOCIATION’S GREATER PA CHAPTER IN THEIR ANNUAL WALK TO END ALZHEIMER’S ON SATURDAY, OCTOBER TWENTY-NINETH AT NINE AM AT THE MEDLAR FIELD OF LUBRANO PARK. ONE OF THE WORLD’S LARGEST PHILANTHROPIC EVENTS, THE WALK TO END ALZHEIMER’S IS A NATIONWIDE FUNDRAISING EFFORT WHERE ALL FUNDS RAISED WILL BE USED FOR THE CARE, SUPPORT AND RESEARCH OF ALZHEIMER’S. REGISTER, VOLUNTEER, OR DONATE TODAY AT ACT.ALZ.ORG.
SOCIAL MEDIA CAMPAIGN

We created social media content to be pushed on Twitter and Facebook. The content was to spread awareness about Alzheimer's, The Alzheimer's Association Resources, and The Walk to End Alzheimer's. The graphics we included and pushed via social media came from the association.

Content (more in the Appendix)

(Twitter) Founded in 1980, the ALZ is the leading voluntary health organization in Alzheimer's care, support and research. See how you can help at http://www.alz.org/pa/

(Twitter) The first step to fighting Alzheimer's is by learning more about it. Don't be afraid, #AlzheimersAssociation will guide you! Follow the link for more details: http://www.alz.org/facts/overview.asp


(Facebook) In the United States someone develops Alzheimer's every 66 seconds. Take the first step to a world without Alzheimer's. Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry to register for the 2016 Walk to End Alzheimer's. Registration begins at 9:00am at Medlar Field on October 29th. #FindYourWalk
GRAPHICS CAMPAIGN

For the State College Walk to End ALZ, we created two separate Snapchat filters that participants could utilize during the event. The first filter would allow users to either write in or talk about the reason why they walk to find a cure for Alzheimer’s. The second filter is to show the event title to the user’s network as well as show the ALZ pinwheel Promise Flowers.

This graphic was created for Penn State “Toilet Paper”, a weekly publication that features news and events around the State College community. We created this graphic to run in the paper the two weeks before the State College Walk to End ALZ to communicate the event to students.
Walk to End ALZ 2016
State College

Take the first step to a world without Alzheimer's on Saturday, October 29th.

Time:
Registration begins at 9am

Location:
Medlar Field at Lubrano Park

Volunteer, donate, or register to walk during the event online at http://act.alz.org
POP UP TABLES & BALLOON DISPLAY

One of our main objectives of the semester was to increase the number of students involved in the Walk to End Alzheimer's. We attempted to increase numbers by doing “Pop-Up” Tables in the HUB as well as balloons and flowers along the Library Mall.

**HUB Pop-Up Tables**
Every Wednesday leading up to the Walk we hosted “Walk Wednesday” on the ground floor of the HUB. The table must be booked through the HUB. The table included a donation box, candy for students passing by, information packets, and sign-up forms. We also had a trifold board that included Alzheimer's facts.

**Downtown Pop-Up Table**
During the Homecoming Parade we set up an information table in front of the Student Bookstore on College Avenue. This table included the same promotional material as HUB table.

**Balooning**
On the Wednesday before the Walk we tied purple and white Alzheimer balloons to the chain posts lining the library mall. We also scattered signs with Alzheimer's facts throughout the mall. Promise Flowers were also stuck around the mall. At the front of the mall we placed a large amount to replicate a garden. This was our final push to have students sign up to participate in the walk. The mall must be rented out through the HUB. The morning of we met our Alzheimer Association representative, Lissa, at the mall at 8:00am. We started by blowing up the balloons with a helium tank. We tied the balloons and scattered the flowers and signs around. We were finished up by 9:30am. At 4:00pm we had to meet up and cut the balloons down and pack up all the signs. Avery McMunn, said, “I loved the flowers! They were a great addition to the normal balloons that many organizations usually do. I also liked the signs with the facts, they made me want to find out more about the cause.” after she saw our display outside the library.
The State College Walk to End Alzheimer’s event took place on October 29th at Medlar Field. The event consisted of a ceremony and a 2-mile walk where participants walked with ALZ flowers. So far, the event has raised $97,471.44 out of a $100,000 goal from 722 participants and 52 teams. This is the first time Walk to End Alzheimer’s happened in State College; previously, it occurred in Bellefonte. Last year’s Walk to End Alzheimer’s raised over $80,000. The Greater PA Chapter of ALZ hosts 25 walks across the state. This is their last of the year.
APPENDIX

SOCIAL MEDIA

Twitter Content
In the United States someone develops Alzheimer's every 66 seconds. Find out more at http://www.alz.org/pa/

Did you know in 2015, Alzheimer's cost the United States $236 billion? This number is expected to rise to over $1 trillion by 2050.

Alzheimer's is the 6th leading cause of death in the US. Join the search for the cure and register for the Walk to End Alzheimer's.


An estimated 5.4 million Americans have Alzheimer's disease. Do you know how many within that number are women? Find out more at http://www.alz.org/pa/

Much of a person's risk for Alzheimer's disease is inherited. Learn the 10 signs at http://www.alz.org/pa/ and help to #EndAlz

The first most common symptom of Alzheimer's is difficulty remembering new information. Learn all 10 signs on our website.

90% of what we know about Alzheimer's was discovered in the past 15 years. Let's keep making progress!

It's even more common than you think! 1/9 of people 65 or older is living with Alzheimer's disease.


One of the first signs of Alzheimer's is memory loss, and increasing need for memory aids. #knowthesigns

When somebody has Alzheimer's it can make it difficult to complete familiar tasks. #knowthesigns
A sign of Alzheimer's is confusion with time or place. Somebody may even forget how they got where they are! #knowthesigns

Individuals with Alzheimer's may had difficulty planning or solving problems like taking care of their monthly bills #knowthesigns

Having vision problems like having difficulty judging distance and color contrast could be a sign of Alzheimer's. #knowthesigns

Repeated and decreased poor judgement, especially with money can be a sign of Alzheimer's. #knowthesigns

Alzheimer's is the 6th leading cause of death in the US. Get to #knowthefacts and join us in the search for a cure by visiting alz.org today!

Join the fight against Alzheimer’s, log onto http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry to register for the Walk to End Alzheimer's


#AlzheimersAssociation invites you to join our online community! #takeaction and meet other #Alzheimerfighters!

Knowledge is power. Call our hotline to answer your questions, get informed, and stand a fighting chance against Alzheimer’s!

24-hour Helpline 800-272-3900

The Helpline can accommodate more than 200 languages and dialects.

Are you or someone you know struggling with Alzheimer’s? You’re not alone. Visit alz.org/pa for facts, services and more!
The Walk to End Alzheimer’s kicks off at 9am on October 29th. Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278 to register and start fundraising!

The Walk to End Alzheimer’s is quickly approaching! Be sure to visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278 to register, volunteer, or donate.

Volunteer at the State College Walk to End Alzheimer’s on October 29 to register visit https://act.alz.org/site/SPageServer/?pagename=walk_homepage

October 29th is only a week away, register for the Walk Against Alzheimer’s before it’s too late! Register at http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278

Help reach SC Walk to End Alzheimer’s goal of $100K to #FightALZ https://act.alz.org/site/SPageServer/?pagename=walk_homepage

The cost of caring for those with Alzheimer’s and other dementias is estimated to total $236 billion in 2016 #FightALZ http://www.alz.org/pa/

Volunteer at SC’s Walk to End Alzheimer’s on October 29 to help #FightALZ https://act.alz.org/site/SPageServer/?pagename=walk_homepage

Show that #WeCare by attending Alzheimer’s Association’s Walk to End Alzheimer’s! Either by donating, volunteering or registering, you will make a difference in an Alzheimer’s fighter’s life!
#AlzheimersAssociation invites all community members to join us as we ‘Walk to End Alzheimer’s’! You could either register online or at the day of the event at 9 a.m. We can all be united in this fight to end Alzheimer’s! #WeAre #WeCare

Show that #Weare together on this fight to end Alzheimer’s by showing that #WeCare about Alzheimer’s victims! Donate or register today at: http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278

Join the Alzheimer’s Association at the Walk to End Alzheimer’s and help us reach our $100,000 goal! So far we raised $29,796 and we are steps closer to ending Alzheimer’s! #WeCare

Facebook Content
Alzheimer’s takes a devastating toll, not just on those with the disease, but on entire families. Nearly half of care contributors, those who are caregivers of someone with Alzheimer’s and/or contribute financially to their care, cut back on their own expenses (including food, transportation and medical care) to pay for dementia-related care of a family member or friend. Help the 5.4 million Americans who suffer from Alzheimer’s and their families by visiting http://www.alz.org/join_the_cause_donate.asp to make a donation.

There are plenty of ways to get involved with the fight to end Alzheimer’s! Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278 to register, donate, or volunteer.

Alzheimer’s is not just a disease of old age. Younger-onset (also known as early-onset) Alzheimer’s affects people younger than age 65. Up to 5 percent of the more than 5 million Americans with Alzheimer’s have younger-onset. Early-onset Alzheimer’s disease often runs in families. A change in smell may be an early sign of AD. An early diagnosis allows people with dementia and their families a better chance of benefiting from treatment. Find out more facts and learn how to help find a cure for this disease at http://www.alz.org/pa/
Alzheimer’s is in the top 10 causes of death in America. And did you know it is the only disease in this list that cannot be prevented, cured or slowed? Let’s change that. [http://www.alz.org/join_the_cause_donate.asp](http://www.alz.org/join_the_cause_donate.asp)

![Breast and Prostate Cancer Combined](image)

It can be difficult for kids and even teens to understand Alzheimer’s and the effect it is having on their loved ones. If you are looking for a way to explain it to your child check out this video, more can be found on the website: [http://www.alz.org/living_with_alzheimers_just_for_kids_and_teens.asp](http://www.alz.org/living_with_alzheimers_just_for_kids_and_teens.asp) [https://www.youtube.com/watch?v=vH1gN0UfjVY](https://www.youtube.com/watch?v=vH1gN0UfjVY)

Did you know that the Social Security Administration has added early onset Alzheimer’s to the list of conditions under its Compassionate Allowance Initiative? It gives those with it to expedited access to Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI). Sign up for the e-newsletter for information like this and more: [http://www.alz.org/apps/email_signup.asp](http://www.alz.org/apps/email_signup.asp)

5) Join the cause! On October 29th you can join us in State College, PA in a walk to help end Alzheimer’s. You can register to walk, volunteer or donate! Let’s make a difference and show our support. [http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry](http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry)

Pledge your support in the fight against Alzheimer’s! By pledging your support you will join our network of advocates. You will receive timely alerts to help you take simple actions to influence policy and generate awareness about Alzheimer’s. Together we can make a difference. [http://www.alz.org/advocacy/take-action.asp](http://www.alz.org/advocacy/take-action.asp)
Did you know there are ten early signs that can help detect Alzheimer’s based on an individual’s daily life? Check them out at our website: [http://www.alz.org/10-signs-symptoms-alzheimers-dementia.asp](http://www.alz.org/10-signs-symptoms-alzheimers-dementia.asp)

There are differences between Alzheimer’s and just some of the challenges that occur with age. You can use this table to help understand these differences.

<table>
<thead>
<tr>
<th>Signs of Alzheimer’s/dementia</th>
<th>Typical age-related changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poor judgment and decision-making</td>
<td>Making a bad decision once in a while</td>
</tr>
<tr>
<td>Inability to manage a budget</td>
<td>Missing a monthly payment</td>
</tr>
<tr>
<td>Losing track of the date or the season</td>
<td>Forgetting which day it is and remembering it later</td>
</tr>
<tr>
<td>Difficulty having a conversation</td>
<td>Sometimes forgetting which word to use</td>
</tr>
<tr>
<td>Misplacing things and being unable to retrace steps to find them</td>
<td>Losing things from time to time</td>
</tr>
</tbody>
</table>

Have you ever forgotten where you are or how you got there? If you answered yes, check out the link to learn more about Alzheimer’s warning signs [http://m.alz.org/10-warning-signs.asp](http://m.alz.org/10-warning-signs.asp)

Want to learn how to live a healthy life with Alzheimer’s? Well learn about coping methods and future impacts by clicking the following link: [http://m.alz.org/take-care-of-yourself.asp#healthy](http://m.alz.org/take-care-of-yourself.asp#healthy)

If you have witnessed one of your loved ones suffer from Alzheimer’s and want to help other Alzheimer’s fighters, join us at our 2016 Walk to End Alzheimer’s. All donations are greatly appreciated and will go towards advancing support, care and research for Alzheimer’s. Be part of the fight!

Want to make a difference in the world or in a person’s life? The Alzheimer’s Association encourages you to volunteer for our annual Walk to End Alzheimer’s! Volunteering opportunities include helping during the actual event, greeters and marketing and community outreach efforts. To learn more about volunteering, click here: [http://act.alz.org/site/TR/Walk2016/General?sid=23127&type=fr_informational&pg=informational&fr_id=9278](http://act.alz.org/site/TR/Walk2016/General?sid=23127&type=fr_informational&pg=informational&fr_id=9278)
Memory loss that disrupts daily life may be a symptom of Alzheimer's. Alzheimer's is a brain disease that causes a slow decline in memory, thinking and reasoning skills. There are 10 warning signs and symptoms. Every individual may experience one or more of these signs in a different degree. If you notice any of them, please see a doctor. With early detection, you can get the maximum benefit from available treatments that may provide some relief of symptoms and help you maintain a level of independence longer. Visit alz.org/pa to find out what the 10 warning signs are, and how the Alzheimer's Association can help you or your loved one.

Visit alz.org/pa for more facts about Alzheimer’s, and to find a local chapter near you.

Our mission: To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

Our vision: A world without Alzheimer's disease.

As of today we have raised 27% of your fundraising goal! Help us reach 100% and donate today. All funds raised through Walk to End Alzheimer's further the care, support and research efforts of the Alzheimer's Association. Every walker must sign a standard waiver through their official registration. There is no registration fee for the walk but we ask every walker to make a personal donation and commit to raising funds in the fight against Alzheimer's. Join the fight today and register yourself at http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry
Have a family member affected by Alzheimer's? Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry to register for the Walk to End Alzheimer's and walk for a loved one. Every walker must sign a standard waiver through our official registration. There is no registration fee for the walk but we ask every walker to make a personal donation and commit to raising funds in the fight against Alzheimer's.

Was a loved one recently diagnosed with Alzheimer's? The Alzheimer's Association Chapter of Greater Pennsylvania can provide you with education opportunities, so that you can know the facts of what is happening and how to handle it. The Bonus? Most of them are free!

Click here to find programs and services:
http://www.communityresourcefinder.org/

The Walk to End Alzheimer's kicks off at 9am at Medlar Field at University Park on October 29th. Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278 to register yourself and start fundraising!

Don't forget The Walk to End Alzheimer's kicks off at 9am at Medlar Field on October 29th. Want to be more involved in the Walk? Visit http://act.alz.org/site/TR/Walk2016/General?sid=23127&type=fr_informational&pg=informational&fr_id=9278 to volunteer your time. Every 66 seconds someone in the US dies of Alzheimer's, make every second count and volunteer for the cure.

During our Walk you will see participants carrying 4 different color flowers. Each flower promises to honor, to remember, to care, and to fight. Did you know each flower’s color represents something different? Blue means that you currently have Alzheimer’s, purple means you have lost someone to Alzheimer’s disease, yellow means that you are supporting or caring for someone with Alzheimer’s, and orange means you support the cause. Visit http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278 to sign up and receive your Promise Flower.

Only two more weeks until The Walk to End Alzheimer's kicks off at Medlar Field. Even if you can’t make it to State College for the Walk you can still help! Click here http://act.alz.org/site/TR?pg=pfind&fr_id=9278 to donate to a walker, team, or to just make a general donation.

Only one more week until The Walk to End Alzheimer's kicks off at Medlar Field. There are still plenty of ways to get involved with the fight to end Alzheimer's! Even if you can’t make it to State College for the Walk you can still help! Click here
http://act.alz.org/site/TR?pg=pfind&fr_id=9278 to donate to a walker, team, or to just make a general donation.

The Alzheimer's Association Walk to End Alzheimer's® is the nation's largest event to raise awareness and funds for Alzheimer's care, support and research. State College's 2016 Walk to End Alzheimer's take places on October 29th at Medlar Field. Registration begins at 9am and the two-mile walk commences at 10:30 am. Register, volunteer or donate here.

In 2015, the Association awarded more than $17 million to over 80 studies as part of our investment of more than $80 million in over 350 ongoing projects in 21 countries, focusing on research that holds a high potential for impact now and in the future. Help continue the Association's aims to #EndAlz. Donate, volunteer, or register for the State College Walk to End ALZ on October 29th at http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry

Interested in helping those suffering from Alzheimer's? Volunteer at the State College Walk to End ALZ on October 29th. Opportunities include registration, promise garden activities and more. Volunteers are a huge part towards the success of the event. Let's work together to #EndALZ. Donate, volunteer or register at http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?fr_id=9278&pg=entry
Currently, 456 participants and 43 teams are registered to take part in 2016’s Walk to End in State College. Don’t miss out on participating! Register today -- there’s no fee to take part in the walk. Or if you aren’t able to come to the walk, you can support through donations. Help us raise money and raise awareness to ultimately #EndALZ.


On October 29th you can join is in the Walk to End Alzheimer’s in State College, Pa. Walk on your own, walk virtually, or make a team, you can make a difference. “Take the first step to a world without Alzheimer’s” Sign up here:


What flower will you be carrying?

On October 29th join us in the Walk to End Alzheimer’s in State College, Pa. You will carry a flower that shows how Alzheimer's affects you. Find out the meaning of each color here:
Alzheimer’s Association would like to invite all community members to attend our 2016 Walk to End Alzheimer’s. This nationwide fundraising event will take place October 29th at Medlar Field at Lubrano Park! We encourage you to help us take the first steps to a world without Alzheimer’s by donating, volunteering or registering! Please view the following link for more information: http://act.alz.org/site/TR/Walk2016/PA-GreaterPennsylvania?pg=entry&fr_id=9278

Help the Alzheimer’s Association to raise funds to advance support, care and research by registering for our annual Walk to End Alzheimer’s. You could either walk individually or start a team! Be a part of defeating Alzheimer’s by registering here: http://act.alz.org/site/TR/Walk2016/General?sid=23133&type=fr_informational&pg=informational&fr_id=9278