



For immediate release

June 13, 2016

For further information:

MaryBeth Matzek

920-540-9430

mbmatzek@gmail.com

Touchmark celebrates 'Longest Day' on June 20 to honor those living with Alzheimer's, other dementia

APPLETON, Wis. – For people living with Alzheimer's disease and other dementia and their caregivers, every day can seem like the longest day. To remember those living with memory issues, the Alzheimer's Association designates the summer solstice for its Longest Day event, which raises funds and awareness about the devastating disease.

Residents and staff members at Touchmark on West Prospect in Appleton will celebrate the Longest Day on Monday, June 20 with a variety of activities, which are open to the public:

- Between sunrise and sunset, individuals will walk in shifts around the community.
- At 3 p.m., the movie *Alive Inside* will be shown. The moving film follows social worker Dan Cohen on his journey to bring personalized music to those living with memory loss.
- At 6 p.m., a "summer soiree" with sweet treats and music by Jim Counter will be held outdoors in Touchmark's Fox Pointe neighborhood to celebrate the summer solstice.

Please call 920-832-9100 to RSVP for any of the events. Touchmark is located at 2601 Touchmark Drive in Appleton.

"We encourage everyone to wear purple, the color of the Alzheimer's Association, and join us to mark this important day," says Touchmark Executive Director Barbara Pandolfo. "Today, almost all families know someone who has dementia, and it's important to set aside time on the longest day to remember them."

Throughout June, Touchmark is collecting donations in a jar in its lobby to support the Alzheimer's Association and its efforts to help those living with a dementia diagnosis. Also, staff are raising money for the Alzheimer's Association by donating \$5 to wear jeans.

About Touchmark

Located on 40 acres directly across from the Butte des Morts Country Club, Touchmark is home to more than 150 people. The full-service retirement community offers a wide range of homes and lifestyle options.

-end-

TOUCHMARK ON WEST PROSPECT
Full-service Retirement Community
2601 Touchmark Drive • Appleton, WI 54914
920-832-9100 • Touchmark.com