



For immediate release

May 17, 2017

For more information/interviews:

Amy Miller

701-323-7000

AMM@Touchmark.com

COLOR{FULL} fun run/walk to benefit Alzheimer's Association

BISMARCK, N.D. — A fun new family event is coming to Bismarck to honor, remember and fight Alzheimer's disease. Touchmark on West Century is hosting the COLOR{FULL} Fun Run/Walk, which will include a color explosion following each of the 5k and half-mile courses. All proceeds from the event will support care and research at the local Alzheimer's Association.

Taking place on the summer solstice, Wednesday, June 21 — the longest day of the year — the COLOR{FULL} Fun Run/Walk recognizes that every day for individuals with Alzheimer's and their caregivers is The Longest Day. The disease currently affects more than 5 million Americans, touching one more life every 66 seconds. This year, alone, Alzheimer's will cost the United States \$259 billion.

“The COLOR{FULL} Fun Run/Walk will be a positive and productive way to bring together the many families in our community that are touched by Alzheimer's disease,” said Amy Miller, Touchmark Life Enrichment Director. “This event is open to everyone and is designed for people to participate at any level, even those who just want to do the color explosion!”

The color explosion at the end of the run/walk will hold special significance and allow participants to show their commitment to remember, honor, care and fight Alzheimer's disease. The colors and what they represent are:

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.

For more information, please call 701-323-7000.

Event details:

When: Wednesday, June 21 at 6 p.m.; color explosion at 7 p.m.

Where: Shelter #10 Sertoma Park, Bismarck.

How to register: Mail, drop off or complete this [registration form](#) at the Touchmark Health & fitness Club, 1000 West Century Avenue, Bismarck.

-more-

Cost: \$25 through May 26; \$30 after May 26; \$35 day of event (Registration includes T-shirt, dinner, entertainment and race packet. A limited number of T-shirts will be available after May 26.)

About Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. It is expected the number of people living with Alzheimer's disease in the U.S. will grow to 16 million in the U.S. by 2050. Along with others, the Alzheimer's Association is working to find a cure for this devastating disease.

About Touchmark

A full-service retirement community, Touchmark on West Century offers a range of homes and lifestyle options for people 55-plus years. An on-site health and fitness club is open to anyone over 40 and features a variety of fitness options. For more information, visit Touchmark.com.

-end-