



For immediate release

June 19, 2017

For further information:

Molly Renner

541-390-2009

Molly@sublimecreativeagency.com

**Touchmark hosts COLOR{FULL} fun run/walk celebrating
longest day of the year—register today!
*Color explosion to remember, honor and fight Alzheimer's disease***

BEND, Ore. – In the U.S., someone develops Alzheimer's disease every 66 seconds. More than 5 million Americans are living with the disease, and in 2017, Alzheimer's will cost the country \$259 billion. This number is expected to rise to over \$1 trillion by 2050. For individuals with Alzheimer's and their caregivers, every day is The Longest Day. Last year, people from nine countries participated in 3,200 Longest Day tributes and raised \$3.8 million for the Alzheimer's Association.

Join Touchmark at Mount Bachelor Village in raising awareness and funds for Alzheimer's care, support and research at The Longest Day Fun Run/Walk on the summer solstice – the longest day of the year – Wednesday, June 21. The 1/2-mile run/walk will take place on the beautiful Touchmark campus, located along the Deschutes River. The 5K run/walk loop starts and finishes at Touchmark and passes through Farewell Bend Park.

“We are so excited to host this COLOR{FULL} fun run/walk that highlights the daily challenges of Alzheimer's and honors those living with dementia,” says Anne Wilson, Touchmark Life Enrichment/Wellness Director. “Today, nearly every family is touched in some way by Alzheimer's, and this event is a way for people to come together and honor their friends and loved ones and fight Alzheimer's disease.”

The Color Explosion (also called a Promise Ceremony) will occur at the end of the run/walk and will allow attendees to make a commitment through color to fulfill their promise 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.

-more-

TOUCHMARK AT MT. BACHELOR VILLAGE
Full-life Retirement Community
19800 SW Touchmark Way • Bend, OR 97702
541-383-1414 • Touchmark.com

Event details:

When: Wednesday, June 21 at 3:30 p.m. (Color Explosion at 4:30 p.m.).

Location: Touchmark at Mount Bachelor Village, Terrace Lodge Parking Lot, 19800 SW Touchmark Way, Bend.

How to register: Registration can be completed at Touchmark (19800 SW Touchmark Way) or at FootZone (842 NW Wall Street).

Cost: \$30 before June 21 • \$35 day of event (includes T-shirt, barbecue dinner and entertainment).

For more information or to reserve a spot, please call 541-383-1414.

About Alzheimer's Association

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Today, more than 5 million people in the United States live with Alzheimer's disease. These numbers are expected to 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

Located along the Deschutes River, Touchmark at Mount Bachelor Village is an award-winning retirement community offering a range of homes and lifestyles. For more information, visit Touchmark.com.

-end-