



FOR IMMEDIATE RELEASE

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Raising funds and awareness for Alzheimer's Association through COLOR{FULL} 5k run/half-mile walk

BISMARCK, N.D. — With The Longest Day (aka the summer solstice), folks around Bismarck are lacing up to race toward relief for Alzheimer's disease. For the second year, Touchmark on West Century is organizing a fun color run (5k) and walk (half-mile) to support the Alzheimer's Association's Minnesota-North Dakota Chapter. Proceeds from the event will benefit local families dealing with Alzheimer's by providing information, care consultation and support services.

The COLOR{FULL} event will kick off at **6 p.m. on Thursday, June 21**, at Sertoma Park's Shelter 10. A color explosion is planned for 7 p.m., with the colors representing how Alzheimer's affects so much of our community and signifying how when people work together, they can create a rainbow:

- 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 our second year of the COLOR{FULL} fun run and walk, we're thrilled to see more participants and families getting involved to show their support for Alzheimer's care and research," says Destiny Glaser, Touchmark Life Enrichment/Wellness director. "It shows how many people in our community are affected in some way by Alzheimer's disease."

June 21, the summer solstice, is the longest day of the year. To the Alzheimer's Association, it's an opportunity to recognize that for those living with Alzheimer's or caring for someone with Alzheimer's, every day can feel like "the longest day." Alzheimer's disease affects more than 5 million Americans, is the sixth leading cause of death in the U.S. and is expected to cost the nation \$277 billion this year.

Event details:

When: Thursday, June 21 at 6 p.m. and color explosion at 7 p.m.

Where: Shelter 10, Sertoma Park, Bismarck.

How to register: Mail, drop off or complete a registration form at the front

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desk at Touchmark Health & Fitness Club on 1000 West Century Avenue, Bismarck.

Cost: \$30 from June 1 - 20; \$35 day of event (includes T-shirt, dinner and entertainment).

Registration includes dinner at the end of the race, entertainment and race packet. Due to a limited supply, registrations received after June 1 may not be guaranteed a T-shirt.

For information about registering, visit Touchmark's Facebook page, <https://www.facebook.com/events/415574275577014/>, or call 701-323-7000.

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 50 and features a variety of fitness options. For more information, visit Touchmark.com.

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