

# NEWS RELEASE



**For immediate release**

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## **Dedicate ‘The Longest Day’ to raising awareness about Alzheimer’s disease**

EDMOND, Okla. – The Alzheimer’s Association encourages communities to celebrate June 21: the summer solstice. Known as The Longest Day, this national event is focused on raising awareness about Alzheimer’s disease as well as funds to support care and research for the sixth leading cause of death in the United States.

Touchmark at Coffee Creek is inviting the community to participate in two activities that will raise funds for Alzheimer’s care and research. From 6 a.m. to 8 p.m., Touchmark staff, residents and members of the retirement community’s Health & Fitness Studio will ride an Espresso HD bike. Each minute on the bike will raise \$1 for the local chapter of the Alzheimer’s Association. Those who would like to sponsor riders or contribute to the effort may drop off contributions to Touchmark at 2801 Shortgrass Road in Edmond.

The public also is invited to join in an evening Karaoke for a Cause event. This fun, song-filled fundraiser will be held from 6:30 to 7:30 p.m. All money raised at both events will be donated to the local chapter of the Alzheimer’s Association.

“We invite people to join us in supporting the Alzheimer’s Association throughout The Longest Day and encourage everyone to wear purple to symbolize their support for ending Alzheimer’s disease,” says Touchmark Life Enrichment/Wellness Director Mackenzie Love

Touchmark is also marking the day with a variety of fitness classes and a garden party honoring those who volunteer with people living with dementia.

An estimated 63,000 people in Oklahoma have been diagnosed with Alzheimer’s disease, according to a 2017 report from the Alzheimer’s Association. By 2025, that number is projected to grow to 76,000. Throughout the United States, more than 5 million Americans are living with dementia.

### **About Touchmark at Coffee Creek**

Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes recreational centers and walking and biking trails for Coffee Creek homeowners. A full-service retirement community, Touchmark at Coffee Creek offers a wide range of homes and lifestyle options. For more information, contact Touchmark at [405-340-1975](tel:405-340-1975) or visit [Touchmark.com](http://Touchmark.com).

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