



For immediate release

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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. – Worldwide, an estimated 47 million people live with Alzheimer's and other dementia diseases, and it is the nation's sixth leading cause of death. More than five million Americans are living with Alzheimer's, including 65,000 individuals in Oregon, and this national number is estimated to grow to as many as 16 million by 2050. For individuals with Alzheimer's and their caregivers, every day is The Longest Day.

Held annually on the summer solstice, The Longest Day symbolizes the challenging journey of those living with Alzheimer's disease and their caregivers. 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 ½-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 second annual 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 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.

Event details:

When: Thursday, June 21 at 3:30 p.m. (Color Explosion at 4:45 p.m.).

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

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).

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

Entertainment: High Street Combo with members from PRECIOUS BYRD begins playing at 5:30 at the River Lodge

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

On The Longest Day, participants will do what they love — biking, hiking, playing bridge, and more — to honor a caregiver, someone living with Alzheimer's or someone lost to this devastating disease. Together, people will raise funds and awareness to advance Alzheimer's Association® care, support and research programs.

About the Alzheimer's Association®

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. Its mission is to eliminate Alzheimer's disease through the advancement of research, to provide and enhance care and support for all affected and to reduce the risk of dementia through the promotion of brain health. Its vision is a world without Alzheimer's. Visit alz.org or call 800-272-3900.

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.

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