



NEWS RELEASE

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2017 HopeHealth Walk for Alzheimer's *Walk Kickoff Breakfast on March 16, 2017*

Hyannis, Mass. – HopeHealth announced its 2017 Walk for Alzheimer's, inviting people to walk in solidarity and support for their friends and loved ones who are living the long journey of Alzheimer's disease or a related dementia. This signature event provides funding for essential services for those living with Alzheimer's disease and their caregivers, healthcare professionals and community agencies. The programs of Hope Dementia & Alzheimer's Services include caregiver needs assessment and care planning, education, support groups, telephone helpline, respite grants and memory screenings.

Walk Kickoff Breakfast

Thursday, March 16 from 7:30 a.m. to 9:00 a.m. at The Pavilion at Pinehills Golf Club in Plymouth

Attend the Walk Kickoff Breakfast to learn more about the HopeHealth Walk for Alzheimer's and how you can make a difference in the lives of those battling this disease. The breakfast will feature a brief segment with speakers who share compelling stories and perspectives — about coping with the disease personally and about caring for a loved one with the disease, along with comments from community leaders who feel passionate about this cause. Walk team captains will receive kits and information to support their fundraising efforts.

The breakfast will be hosted by Matt Pitta, news director at Cape Cod Broadcasting Media. Cape Cod Broadcasting Media is locally owned and operated and is a media sponsor of the HopeHealth Walk for Alzheimer's.

By participating in the Walk on May 7, 2017, you will help to fund critical care and supportive services for those who need it most, making life better for thousands of local families.

You can sign up today at HopeHealthCo.org/Walk.

Alzheimer's disease is a fatal, degenerative disease of the brain that slowly diminishes a person's ability to reason, remember, respond to the environment, and carry out the most basic tasks. An estimated 5.4 million Americans of all ages have Alzheimer's disease, including 200,000 individuals under age 65 who have younger-onset Alzheimer's. In Massachusetts, 120,000 individuals age 65 and older have the disease.

Every 66 seconds another American develops Alzheimer's disease. By mid-century, it will be every 33 seconds. It is the sixth leading cause of death in the United States and the fifth leading cause of death for those 65 and older. One in nine people age 65 and older has Alzheimer's disease. Nearly one in three seniors who dies each year has Alzheimer's or another dementia. Alzheimer's is also the leading cause of disability and poor health or morbidity. Before a person with Alzheimer's dies, he or she lives through years of disability and dependence as the disease progresses.

The majority of care for people with Alzheimer's disease is delivered at home by family members who are in need of education and supportive services. Caring for a person with Alzheimer's disease is physically, emotionally and financially challenging. The demands for day-to-day care, changing family roles and difficult decisions about placement in a care facility can be hard to handle. The demands of caregiving may intensify as people with dementia approach the end of life.

"HopeHealth is committed to meeting the growing needs of those with serious illness throughout our communities, with a special focus on addressing the challenges associated with Alzheimer's disease," said Diana Franchitto, president & CEO, HopeHealth. "Better access to and knowledge of services can help caregivers provide a higher quality of care to loved ones as the disease progresses, helping them to reside in the community for as long as possible. Research states that people with the disease often stay home between six months to 1.5 years longer if the family caregivers receive support, making the work of Hope Dementia & Alzheimer's Services an important part of care."

Walk

The 2017 HopeHealth Walk for Alzheimer's will take place on Sunday, May 7, 2017 at the DCR Scusset State Beach in Sandwich. Registration begins at 9:00 a.m. with the walk starting at 10:00 a.m.

The website is available to make registration and fundraising easier – visit HopeHealthCo.org/Walk to sign up as a team or an individual walker. For questions about the HopeHealth Walk for Alzheimer's, please contact (508) 957-0282 or Walk@HopeHealthCo.org.

More information about Cape Cod Broadcasting can be found at CCB-media.com.

About HopeHealth

HopeHealth has been enhancing the quality of life for people experiencing serious illness and loss for more than 35 years. In 2012, Alzheimer's Services of Cape Cod & the Islands affiliated with the non-profit organization to enhance and expand its programs and community services. Today, the non-profit organization delivers a wide range of services for people with serious illness and their families. The HopeHealth family of services in Massachusetts includes: Hope Hospice; Hope Care for Kids; [Hope Dementia & Alzheimer's Services](#) and Hope Academy. The Massachusetts Pain Initiative is an affiliate of the organization. Learn more by calling (800) 642-2423 or visiting HopeHealthCo.org.

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