



NEWS RELEASE

Date: March 2, 2016

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2016 HopeHealth Walk for Alzheimer's *Walk Kickoff Breakfast on March 24, 2016*

Hyannis, Mass. – HopeHealth announced its 2016 Walk for Alzheimer's, inviting walkers to support the programs of Hope Dementia & Alzheimer's Services. The signature event provides funding for essential services for those living with Alzheimer's disease and their caregivers, healthcare professionals and community agencies. These services include assessment, individual and group counseling, education, telephonic support, respite care and much more.

Walk Kickoff Breakfast

Thursday, March 24 from 7:30 a.m. to 9:00 a.m. at The Pavillion at Pinehills Golf Club in Plymouth

Join us at 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 personally coping with the disease themselves and 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 Sean Doherty, Night Guy and director of marketing at Cape Cod Broadcasting for 99.9 The Q. Cape Cod Broadcasting is locally owned and operated and is a media sponsor for the HopeHealth Walk for Alzheimer's.

By participating in the Walk on May 15, 2016, 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.

According to the Massachusetts Alzheimer's Disease and Related Disorders State Plan, every sixty-nine seconds another American develops Alzheimer's disease. 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 disease or another dementia.

Most care for people with Alzheimer's disease in Massachusetts is delivered at home by family members who are in need of education and supportive services. Family caregivers often suffer from both physical and mental exhaustion.

“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 significantly enhance the quality of life for caregivers, and for their loved ones as the disease progresses. The emotional stress of caregivers can be greatly reduced when they are given clear, simple information about the disease and its progression and ongoing supportive services.

Walk

The 2016 HopeHealth Walk for Alzheimer's will take place on Sunday, May 15, 2016 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, formerly known as Hospice & Palliative Care of Cape Cod, has been enhancing the quality of life for people experiencing serious illness and loss for more than 30 years. In January 2012, Alzheimer's Services of Cape Cod & the Islands affiliated with the nonprofit organization to enhance and expand its programs and community services. Today, HopeHealth delivers a wide range of medical care, care management and support services throughout eastern Massachusetts. The HopeHealth family of services includes: Hope Hospice; Hope HouseCalls; [Hope Dementia & Alzheimer's Services](#); Hope Care for Kids; Hope Community Care; and Hope Academy. In June 2014, the Massachusetts Pain Initiative affiliated with the organization. Learn more by calling (800) 642-2423 or visiting HopeHealthCo.org.

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