ALZHEIMER’S ASSOCIATION: GREATER PENNSYLVANIA CHAPTER AND PENNSYLVANIA LIBRARY ASSOCIATION WORKING TOGETHER TO MOVE PA FORWARD

Greater PA Chapter joins PA Forward partnership; Provides community educational programs and resources through libraries

ERIE, PA, June 18, 2018—As the world’s leading voluntary health organization in Alzheimer’s care, support and research, the Alzheimer’s Association is committed to raising awareness of this fatal brain disease. In partnership with the Pennsylvania Library Association’s (PaLA), the Alzheimer’s Association staff will provide educational programs and resources to the community at libraries throughout Pennsylvania.

In conjunction with The Longest Day during Alzheimer’s and Brain Awareness Month, we will be hosting a joint press announcement speaking on the partnership of the PaLA and the Alzheimer’s Association. Representatives from both organizations will be on site, at the Blasco Public Library on June 21, to make a discuss this exciting new partnership and the benefits it will bring to the local community.

The Longest Day® is a fundraising event to raise awareness for Alzheimer’s disease. Held annually on the summer solstice, The Longest Day symbolizes the challenging journey of those living with Alzheimer’s disease and their caregivers. Participants are encouraged to create their own experience as they fundraise and participate in an activity they love to honor someone facing the disease.

After the official kick off to our partnership we invite you to stay for one of the education programs offered through this partnership. For centuries, we’ve known that the health of the brain and the body are connected. But now, science is able to provide insights into how to make lifestyle choices that may help you keep your brain and body healthy as you age. Join us to learn about research in the areas of diet and nutrition, exercise, cognitive activity and social engagement, and use hands-on tools to help you incorporate these recommendations into a plan for healthy aging.
PA Forward works through five literacies – Basic, Information, Civic and Social, Health and Financial – and seeks to improve the literacy levels of Pennsylvanians by connecting them with the information, learning and technology resources available at their local libraries. These programs aim to develop a better trained and more skilled workforce, which in turn grows the commonwealth’s tax base, economy and population.

**When:** Thursday, June 21, 11:30 a.m.- 1 p.m.

**Where:** Blasco Memorial Library, 160 East Front Street Erie, PA

**Speakers include:** Jill Curtis, Education and Outreach Coordinator, Alzheimer's Association; David Hopkins, Fitness Manager for LECOM Medical Fitness & Wellness Center; Erin Wincek, Director, Erie County Public Library; Brandi Hunter-Davenport, PA Forward Project Manager, PA Library Association.

For more information or to register please contact Jill Curtis, 814-456-9200, ext. 5102. There is no charge to attend, but registration is required. A light brain healthy lunch will be provided along with educational resources from both the Alzheimer's Association and LECOM Medical Fitness & Wellness Center.

The Association also has a toll-free, 24/7 helpline available at 800-272-3900. Information is also available at alzconnected.org. Libraries interested in hosting a program in their local area can contact the Pennsylvania Library Association at 717-766-7663 or pafoward@palibraries.org.

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**Alzheimer’s Association®**

The Alzheimer's Association is the world’s leading voluntary health organization in Alzheimer’s care, support and research. Our 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. Our vision is a world without Alzheimer’s. For more information, visit [alz.org/pa](http://alz.org/pa).

**About the Pennsylvania Library Association**

Founded in 1901, the Pennsylvania Library Association (PaLA) is the state's oldest and most diverse professional library organization serving libraries, library employees, library trustees, and Friends of the Library groups. For more information, visit [www.palibraries.org](http://www.palibraries.org), facebook.com/PALibraries or @PALibraryAssoc on Twitter.