



FIGHT ALZHEIMER'S ON THE WINTER SOLSTICE



"Pick something you enjoy and your personal excitement will emanate. Your passion will pour out and people will be inspired to support you."

— Ken B.

Ken skied 41 runs in one day for The Longest Day. Read his story at alz.org/wintersolstice.

The Longest Day® is the day with the most light, the summer solstice. But you don't have to wait — if you haven't already, register now at alz.org/thelongestday and start fundraising to celebrate the winter solstice. Raise \$200 by Dec. 21 and you'll receive a limited-edition half zip pullover for completing The Longest Day Winter Solstice Challenge.

- » Text your friends and family and ask for donations in lieu of a holiday gift.
- » Start a Facebook Fundraiser.
- » Host a gingerbread house decorating party and ask for donations at the door.

Your efforts help make progress possible. There are now FDA-approved treatments that can change the course of Alzheimer's in a meaningful way for people in the early stage of the disease. We won't rest until everyone living with Alzheimer's — at any stage — can get the treatment, care and support they need and deserve.

Scan to register and access fundraising resources.



OUTSHINE THE DARKNESS OF ALZHEIMER'S

We need your help to advance critical research and to provide care and support. This Winter Solstice Luminary is a reminder that working together, we can light a path to a future without Alzheimer's.

Please display one luminary in your window or on your doorstep and light it for your neighbors and community to see. Write the name of a friend or family member you want to honor with your light. Then, pass the second luminary to a friend and encourage them to join The Longest Day.



Share a photo of your luminary on social media using
#TheLongestDay and **#ENDALZ**.