

Press Release

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The Alzheimer's Association Delaware Valley Chapter and Harrah's Foundation to Offer Memory Awareness Event in March

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Atlantic City, NJ...It is estimated that every 70 seconds someone in America develops Alzheimer's disease, but help is available in your community. Thanks to the generous donation of the 2009 Harrah's Foundation Leadership Grant, the Alzheimer's Association will be offering a **FREE** event for individuals interested in receiving a memory assessment; seeking more information about Alzheimer's disease and related disorders.

This 4-hour event, open to the public, will offer free, non-medical memory assessments by trained Alzheimer's Association staff. Participants will also receive educational materials, community resources and other information. Assessments will be provided in English, Spanish and Filipino and will be scheduled on a first come first served basis.

The event will be held on Friday March 26, 2010 from 10:00 am – 2:00 pm at Caesar's Hotel and Casino, 2100 Pacific Avenue, Atlantic City, NJ in the Tiberius Room on the 3rd Floor. For more information, contact Meredith Gordon at 609-484-3397.

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. The Delaware Valley Chapter is the local arm of the National organization. For more information visit www.alz.org/desjsepa.

About Harrah's Foundation:

The Harrah's Foundation is a private, 501(c)(3) foundation established to provide financial support to qualified organizations in communities where Harrah's employees live and work. Established in 2002, the Harrah's Foundation is funded by Harrah's Entertainment, Inc., portfolio of properties and supports social reinvestment programs by funding eligible 501(c)(3) organizations dedicated to seniors, education and civic programs. Since its formation, the Harrah's Foundation has committed nearly \$66 million to nonprofit organizations throughout the United States. More information is available at <http://www.harrahcommunityrelations.com>