

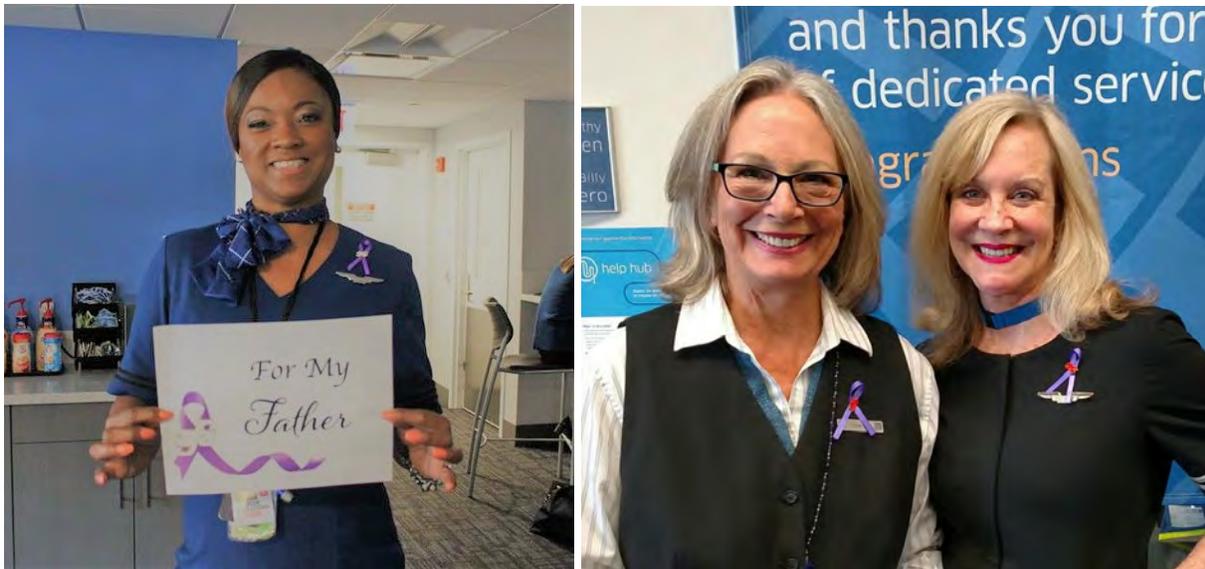
FOR IMMEDIATE RELEASE:

**MORE THAN 50,000 FLIGHT ATTENDANTS
GO PURPLE DURING ALZHEIMER'S & BRAIN AWARENESS MONTH**

CHICAGO, (DATE) – More than 50,000 flight attendants worldwide are going purple this June for Alzheimer's & Brain Awareness Month. Members of the Association of Flight Attendants - CWA, AFL - CIO will be wearing purple ribbons as part of their uniform all month long to help raise awareness and funds for their Longest Day Team, AFA-CWA Strong in the Fight to End Alzheimer's.

Chicago-based flight attendant Jeff Heisey spearheaded this worldwide campaign. "I met with the Alzheimer's Association to coordinate the involvement of AFA for Alzheimer's & Brain Awareness Month in June," says Heisey, AFA member and Secretary-Treasurer of the United Master Executive Council. "The prospect for full membership involvement in this initiative is exciting and we have some great ideas for membership engagement on this. I am really excited to be a part of this initiative."

Flight attendants are also sharing pictures on social media wearing their ribbons, and saying who they fight for.



"Fighting Alzheimer's is a personal cause for the members of AFA. Flight Attendants are natural caregivers, and many have directly faced the effects of Alzheimer's with their loved ones. On the plane we encounter situations or passenger conflicts that may occur when people are exhibiting behaviors caused by Alzheimer's or dementia. The resources provided by the Alzheimer's Association can help us do our job, assist us in our personal lives, and even help us

recognize early signs of Alzheimer's or dementia in someone close to us.” Sara Nelson, President of the Association of Flight Attendants-CWA, AFL-CIO says.

“The decision to help raise awareness and support the Alzheimer's Association was adopted unanimously by AFA leaders from 20 airlines at our annual convention. Prior to the vote several leaders shared personal stories about how Alzheimer's has affected them and their families, painful stories about devastating losses. Flight attendants flying to every corner of the world have a unique opportunity to help raise awareness about Alzheimer's. When flight attendants wear the purple ribbon on their uniforms and people ask about it we can share information and connect them with the resources that are offered by the Alzheimer's Association. We are eager to make a difference.”

The Association of Flight Attendants-CWA, commonly known as AFA, is a union organization that currently represents more than 50,000 flight attendants at 20 different airlines. AFA joined the Communications Workers of America (CWA) in 2004 and they are an affiliate of AFL-CIO.

The Alzheimer's Association Illinois Chapter is thrilled to be partnering with this wonderful group which will help raise awareness about the disease while raising funds to find a cure.

The Longest Day® is a team event with the united purpose around raising awareness and funds for The Alzheimer's Association®. Held annually around the summer solstice, the longest day of the year, this event symbolizes the challenging journey of those living with the disease and their caregivers. Teams are encouraged to create their own experience as they fundraise and participate in an activity they love to honor someone facing the disease. Together, participants will raise awareness and funds to advance Alzheimer's Association® care, support and research programs.

We are happy to arrange an interview with a local participating Flight Attendant to show off the ribbon, and explain how something as simple as a ribbon can make a big impact on those fighting to #ENDALZ.

For information on how you can get involved contact our Manager of Engagement, Tara Pink at tpink@alz.org or 847.779.6976, you can donate to the team at:

<http://act.alz.org/goto/AFA-CWASTRONG>

About the Alzheimer's Association Illinois Chapter:

The Alzheimer's Association® is the world's leading voluntary health organization in Alzheimer's research, care and support. 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. The Alzheimer's Association Illinois Chapter covers an 87-county area with offices in Chicago, Joliet, Rockford, Springfield, Bloomington, Peoria, Quincy and Carbondale. The Illinois Chapter serves more than half a million Illinois residents affected by Alzheimer's disease, including more than 220,000 Illinois

residents living with the disease. For more information visit www.alz.org/illinois or call our free 24/7 Helpline at 800.272.3900.

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