



# THE LONGEST DAY<sup>®</sup>

alzheimer's  association<sup>®</sup>

## WHAT IS THE LONGEST DAY<sup>®</sup>?

The Longest Day is a team event on June 20 to raise funds and awareness for the Alzheimer's Association<sup>®</sup>. Held annually on summer solstice, the duration of this sunrise-to-sunset 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.

## HOW DO I PARTICIPATE?



### STEP 1 GRAB YOUR FRIENDS

Grab your friends, family and co-workers and form a team. You don't have to live in the same city or state — or even the same country! Don't be nervous to ask others to get involved — you'll be surprised how many people have been affected by Alzheimer's and want to join the fight.



### STEP 2 PUT YOUR PASSION TO GOOD WORK

On The Longest Day, select an activity you love — or honor a caregiver, or someone living with or lost to the disease, by selecting his or her favorite hobby. You're limited only by your imagination.



### STEP 3 RAISE MONEY AND MOVE THE CAUSE FORWARD

Every team is asked to register and raise a minimum of \$1,600 to further the care, support and research efforts of the Alzheimer's Association. Fundraise leading up to and on The Longest Day. We'll help with coaching, tools and advice!



### STEP 4 PLAN YOUR DAY

From sunrise to sunset, The Longest Day stretches 16 hours. Divide the day into segments and ask teammates to cover a portion. If you live in the same area, host an all-day event to cheer each other on. If your team members are in different locations, stay in touch with texts, tweets and Facebook posts.



### STEP 5 CELEBRATE AT SUNSET

Gather your team — whether in person or virtually — and celebrate your accomplishments while recognizing the strength of those facing Alzheimer's.

To start or join a team, visit [alz.org/thelongestday](https://alz.org/thelongestday) or call **800.272.3900**.