

Brookdale Senior Living Solutions Newsroom

## **For Brookdale Associates, Historic Alzheimer's Fundraising is Personal**

BRENTWOOD, Tenn., Feb. 16, 2017 /PRNewswire/ -- Alyse Fortune Richardson has helped raise funds to fight Alzheimer's for six years. Along the way, her father's diagnosis with the disease has made the cause even more personal. Click here to [tweet your support to end Alzheimer's](#).

Richardson is among thousands of Brookdale Senior Living associates whose dedication to those living with dementia, their families and the cure has yielded historic results: The nation's largest senior living and dementia care provider raised more than \$2 million for the Alzheimer's Association's Walk to End Alzheimer's® in 2016, the third consecutive year the company reached the million dollar or more amount. In 2014, Brookdale became the first corporate team to generate \$1 million in a single calendar year, earning national Diamond Team status which it has maintained ever since.



Brookdale raised the funds through associate, resident and family participation in their local Walk to End Alzheimer's events, from efforts of its home office associates in Nashville and Milwaukee and from company business partners. Brookdale remains the Alzheimer's Association's largest supporter in those respective chapters as well as the largest fundraiser nationally. Since 2008, Brookdale has contributed nearly \$10 million to the Walk to End Alzheimer's.

Richardson began participating in the effort because of her position as resident programs director at Brookdale Gaines Ranch in Austin, Texas. "Working at Brookdale and becoming friends with seniors made it something I wanted to support," she said. "But three years ago, it took on even more meaning when my father was diagnosed. It has become a greater cause with a greater mission. If I can't help find a cure for my dad, then maybe I can help someone else's

family member."

Sara Terry, Brookdale's senior vice president of resident and family engagement, said: "This cause truly is a personal one for our residents, families and associates. They develop close bonds and see dementia's effects every day. Many have chosen to work in this field because the disease has affected their family and they want to make a difference for those living with Alzheimer's and related dementias. Coming together to raise this amount of funds to fight Alzheimer's is one way we live our mission of enriching lives every day."

"The Alzheimer's Association appreciates the phenomenal support Brookdale Senior Living provides annually to our Walk to End Alzheimer's and congratulates them on a banner year in 2016," said Donna McCullough, chief development officer, Alzheimer's Association. "The collective support Brookdale communities provide bring much needed awareness and funds to fuel the mission of the Alzheimer's Association. The funds raised will bolster our efforts to support families facing Alzheimer's disease and advance much needed research that will one day change the future of millions."

Alzheimer's disease is now the sixth leading cause of death in the United States. To learn more about Brookdale, including its dementia care options, visit [www.brookdale.com](http://www.brookdale.com).

## **About Brookdale**

*Brookdale Senior Living Inc. is the leading operator of senior living communities throughout the United States. The Company is committed to providing senior living solutions primarily within properties that are designed, purpose-built and operated to provide the highest-quality service, care and living accommodations for residents. Brookdale operates independent living, assisted living, and dementia-care communities and continuing care retirement centers, with approximately 1,055 communities in 47 states and the ability to serve approximately 103,000 residents. Through its ancillary services program, the Company also offers a range of outpatient therapy, home health and hospice services.*

## **About the Alzheimer's Association®**

*The Alzheimer's Association is the 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](http://alz.org).*

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