

alzheimer's  association®



National Charity League, Inc.®

FOR IMMEDIATE RELEASE

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**ALZHEIMER'S ASSOCIATION AND NATIONAL CHARITY LEAGUE
FORM A NEW PARTNERSHIP TO INCREASE ACCESS TO ALZHEIMER'S
INFORMATION AND RESOURCES**

COSTA MESA, CA -- JULY 12, 2021 – The Alzheimer's Association and National Charity League (NCL) announced a new partnership today aimed at educating and engaging 200,000 NCL members in local communities in the fight against Alzheimer's.

The Alzheimer's Association and NCL will work together to create greater awareness of Alzheimer's Association resources, programs, care and support services for families impacted by Alzheimer's and other dementia in communities served by NCL members, while engaging members in the Association's volunteer, education, awareness and fundraising initiatives.

“The Alzheimer's Association is pleased to join with National Charity League to raise awareness of Alzheimer's disease and to engage its members in the fight against Alzheimer's,” said Stephanie Rohlf-Young, senior director of volunteer & community engagement, Alzheimer's Association. “This important partnership will help extend the Alzheimer's Association reach into communities served by National Charity League, providing more families access to care and support services, while engaging in all our work to end Alzheimer's.”

Women are at the epicenter of the Alzheimer's crisis. Nearly two-thirds of the more than 6 million Americans living with Alzheimer's are women. In addition, women are more likely to provide care and support to someone living with the disease. The partnership will look to further inform NCL members about Alzheimer's and other dementia, risk factors, the importance of early diagnosis, and additional important disease-related information.

To kick-off the partnership, NCL is sharing resources and educational materials from the Alzheimer's Association with its members. Resources include links to Alzheimer's Association support services for individuals and families affected by the disease, including the Association's 24/7 Helpline. In addition, the Alzheimer's Association and NCL will focus on three key activities during the first year of the partnership, including:

- Increasing concern and awareness of Alzheimer's and other dementia among NCL members and the general public
- Growing social media awareness of the 10 Warning Signs of Alzheimer's
- Supporting Alzheimer's Association fundraising efforts, particularly those benefiting senior care communities in their hometowns

“National Charity League looks forward to working with the Alzheimer's Association,” said Jennifer Lane, NCL, Inc. Board President. “Empowered through the expertise offered by the Alzheimer's Association, our members will learn more about Alzheimer's and dementia and be able to take action in local communities supporting families across the United States.”

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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®. Visit www.alz.org or call 800.272.3900.

About National Charity League, Inc.

Established in Los Angeles, California in 1925, and incorporated in 1958, National Charity League, Inc. is the nation's premier mother-daughter non-profit organization. By incorporating mission-based programming, National Charity League develops socially responsible community leaders and strengthens the mother-daughter bond through leadership development, philanthropy, and culture. National Charity League recognizes the importance of diverse perspectives and experiences to meet the needs of the communities it serves.

Currently, the philanthropic organization has over 200,000 members and alumnae in hundreds of chapters across the nation. Last year, members contributed more than 2.5 million volunteer hours to more than 6,000 local philanthropy partners and their chapters, resulting in a \$68.7 million fiscal impact. National Charity League proudly celebrates its 100th anniversary in 2025.

Visit www.nationalcharityleague.org to find more information on how to get involved.