



**NEWS FROM THE OFFICE OF
ULSTER COUNTY EXECUTIVE MIKE HEIN**



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**COUNTY EXECUTIVE PROCLAIMS WEEK OF JUNE 21, 2010 "THE
BIG PURPLE WEEK" THROUGHOUT ULSTER COUNTY IN HONOR
OF THOSE TOUCHED BY ALZHEIMER'S**

Kingston, NY – Ulster County Executive Mike Hein has proclaimed the week starting June 21, 2010 "The Big Purple Week" in Ulster County. Everyone is encouraged to wear purple on Monday, June 21st as a tribute to the thousands of individuals in the Hudson Valley who have been touched by Alzheimer's Disease and in recognition of the invaluable work done by the Hudson Valley/Rockland/Westchester chapter of the Alzheimer's Association.

Every seventy seconds, a person in the United States develops Alzheimer's disease. It is the seventh leading cause of death and has no cure. "Alzheimer's is a tragic disease that devastates the lives of its victims and their family members," said County Executive Hein. "I strongly encourage everyone in Ulster County to wear something purple on Monday. By wearing purple, we will show our support both for those who have been impacted by Alzheimer's and for organizations like the Alzheimer's Association that work so hard to help those suffering from the disease and their loved ones."

The Alzheimer's Association's mission includes advancing research for a cure for the disease, providing care and support for all affected by it, and reducing the risk of dementia through the promotion of brain health. Ulster County is an official partner with the Alzheimer's Association in the regional Big Purple campaign, which includes Alzheimer's Association Memory Walks in September and October. The Ulster County Memory Walk is scheduled for Saturday, October 23, 2010 at Ulster County Community College in Stone Ridge. To learn more, visit www.ulstercountymemorywalk.org.

To find out how you as an individual, team, or business can participate in the Alzheimer's Association's Big Purple activities and to see what other organizations are doing, visit www.thebigpurple.org or call the Alzheimer's Association at 845-340-8474. For more information about the Hudson Valley/Rockland/Westchester chapter of the Alzheimer's Association and the work that it does, visit www.alz.org/hudsonvalley.

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