

FOR IMMEDIATE RELEASE

Contact: Rev. Henry Edmonds

(919) 264-6145

4edmonds@gmail.com

<http://act.alz.org/goto/RevEdmonds>



Join “The Longest Day” Bike Ride to Support Alzheimer’s Research

RALEIGH, N.C. (March 8, 2016) – Please join the [Alzheimer’s Association](http://www.alz.org) and Rev. Henry Edmonds on “The Longest Day” to raise funding, support, and awareness for the fight against Alzheimer’s disease. Rev. Edmonds’ [Team Long Riders](#) will bike the Neuse River Greenway Trail in Raleigh, on Saturday, June 18, from 8:00 a.m. to 4:00 p.m.

Edmonds, a Duke University Medical Center Alzheimer’s program coordinator and avid biker, chose cycling to honor his wife who was a 15-year caregiver for her father before he succumbed to the disease. “We shared responsibility for his care,” he reflects, “and I am very aware of the devastating impact Alzheimer’s has on a family.”

Team Long Riders is currently seeking participants, volunteers, and corporate/individual sponsors to join the event. The \$15 participant fee includes a welcome kit, event T-shirt and a free bike tune-up at Trek Bicycle Store in Raleigh. Participants, age 14 and older, are requested to raise a minimum of \$300 each. Every dollar raised benefits those affected by Alzheimer’s disease.

Volunteers and sponsors will provide bikers rest stop refreshments and support during the 54-mile round trip trail ride, beginning and ending at Anderson Point Park.

The corporate sponsor deadline is April 15. Participants and volunteers are asked to register by April 30. Boy Scouts and other youth groups are also encouraged to participate. Families and friends will celebrate all riders, sponsors and volunteers during a special awards ceremony immediately following the event.

In North Carolina alone, more than 160,000 individuals are living with Alzheimer’s disease. Once caregivers are included, the impact grows to more than 500,000. Please help make a difference by providing support to patients and their families hoping to find a cure for this life-altering disease.

Additional Information

To register or donate online, please visit Team Long Riders’ web page at <http://act.alz.org/goto/RevEdmonds> or contact Edmonds at 4edmonds@gmail.com, (919) 264-6145 or Jennifer Briand, manager, Special Events, Eastern North Carolina Alzheimer’s Association at jbriand@alz.org, (919) 951-8725. Learn more about statewide team activities on the Alzheimer’s Association [website](http://www.alz.org). Follow events on social media - @alzenc and #ENDALZ.

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About the Alzheimer’s Association and The Longest Day

The Alzheimer’s Association is a global organization, working to advance care, support and research across the world. From face-to-face support to online education programs and promising worldwide research initiatives, money raised makes a difference in the lives of those facing Alzheimer’s. **The Longest Day** encourages team events to raise funds and awareness for the Alzheimer’s Association. Events are held on, or around, the summer solstice and span sunrise to sunset, symbolizing the challenging journey faced by those with Alzheimer’s and their caregivers.