



2021 WORCESTER COUNTY WALK TO END ALZHEIMER'S EVENT GUIDE



**WALK DATE:
SUNDAY, OCTOBER 3**





A NOTE FROM JEFF PRUNIER, WALK EVENT CHAIR

Thank you. Thank you for your support in fighting Alzheimer's. Thank you for your donations to help find a cure, support those living with and caring for those with Alzheimer's, and raising awareness of the disease's impact emotionally, socially, and economically. Thank you for your persistence to this cause during a difficult and exhausting stretch that has pulled us all in too many directions.

Over the last five years, our Walk Committee has grown from a small, dedicated team of less than 10 to a sprawling group of over 30 this year. We haven't grown simply because the need has grown; unfortunately, we all know the need has been here for a long time. We have grown because we need to grow the positive impact that the Alzheimer's Association has on millions of Americans, including tens of thousands here in Worcester County. We need our light of awareness and support to shine in each corner of the County.

Throughout our growth in team members has come an increase in financial support through donations and sponsorships. Some of these funds come as hope for a cure to save those currently affected by the disease, while other funds come in memory of those we have lost. Please take a moment to reflect on the reasons you give and while you take that moment, think of those we've lost and who have been left behind.

Throughout each of our struggles over the last year we have had triumphs. Several teams have had their best fundraising years ever, others have grown in participants, and still others have used the bonds forged over years of walking to help them when they needed support the most – in times of loss or diagnosis. Together we have strength through adversity that none of us have alone. Whatever the reason you give, whatever the reason you walk and support the cause, we thank you. None of us can make an impact the way we all can together.

2021 Walk Committee



Thank You

Lynne Alexandrowicz

Anthony Bulak

Martine Beaumont

Debra Beauregard

Tom Bolduc

Kate Chase

Sarah Clark

Mary Elliott

Nicole Garvey

Courtney Gatta

Amy Gothling

Kristie Greenwood

Liz Harnois

Anne-Marie Kelley

Arlene Liscinsky

Peter MacDonald

Faith Mayer

Deb Mazza-Scanlon

Suzanne Menard

Sharon Moynihan

Jeff Prunier

Erin Rasmussen

Trish Reske

Michelle Sabourin

Dawn Sneade

John Sotir

Jessica Stanley

Jordan Stanley

Tom Lyons

David Webb

Patrick Wimberly

Linda Wincek-Moore

Linda Urato

Walk Event Site

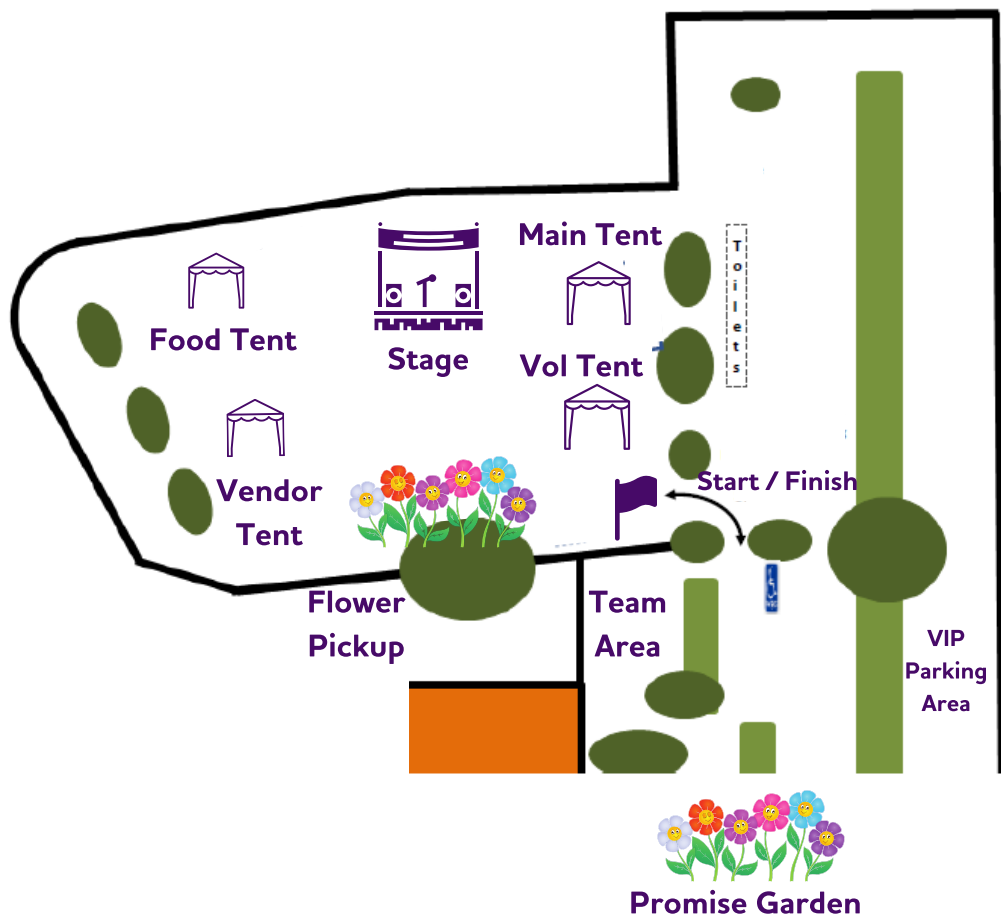
Schedule of Events

8:30 AM: Walkers Welcome & Route Open

10:00 AM: Promise Ceremony (shortened)

Walk Location

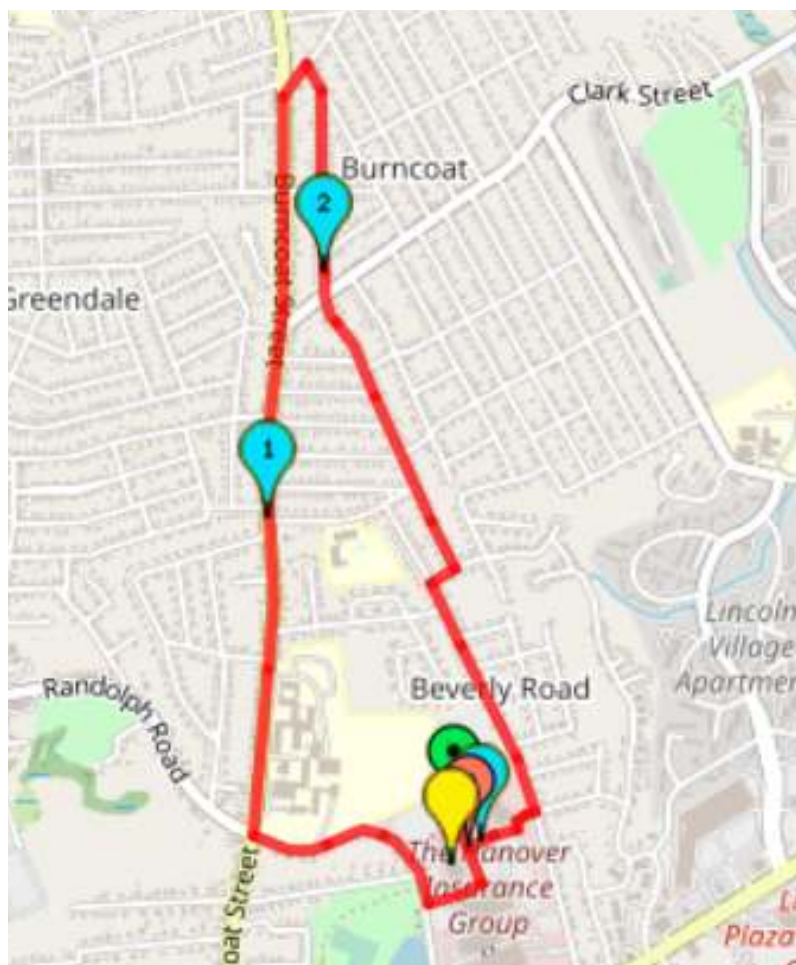
Located Inside the Hanover Insurance Office Park
100 North Parkway, Worcester



Walk Route Map

Route Length: 3.1 Miles

Loop through the Burncoat neighborhood



2021 Promise Flower Reps



Mary Donahue



Ralph Trotto



David Webb



Gloria Cosquete

Flower Descriptions

- **Blue** represents someone living with Alzheimer's or another dementia
- **Purple** is for those who have lost a someone to the disease
- **Yellow** represents someone who is currently supporting or caring for a person living with Alzheimer's
- **Orange** is for those who support the cause and the Association's vision of a world without Alzheimer's and all other dementia



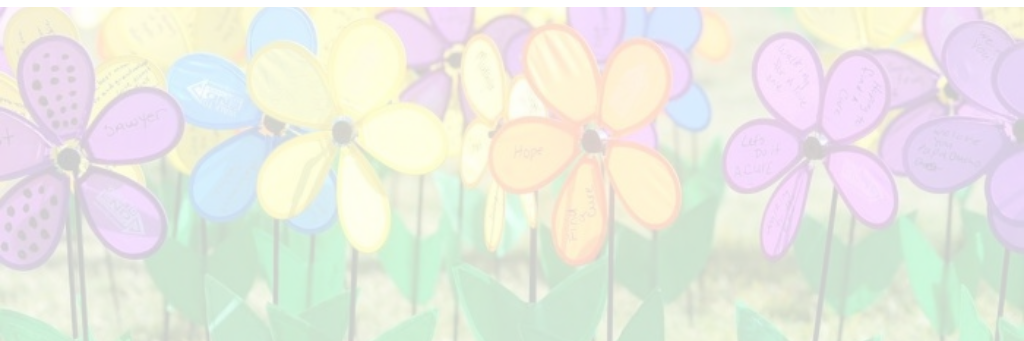
TOWN CHAMPIONS



Town Champions help to raise awareness and promote the Walk to End Alzheimer's as well as Alzheimer's Association resources in their community.

The goal with our Town Champion model is to create an ongoing presence in each community year-round. This presence will allow us to assist those families to better navigate the disease and help us to raise the necessary funds through the Walk to End Alzheimer's to advance our mission.

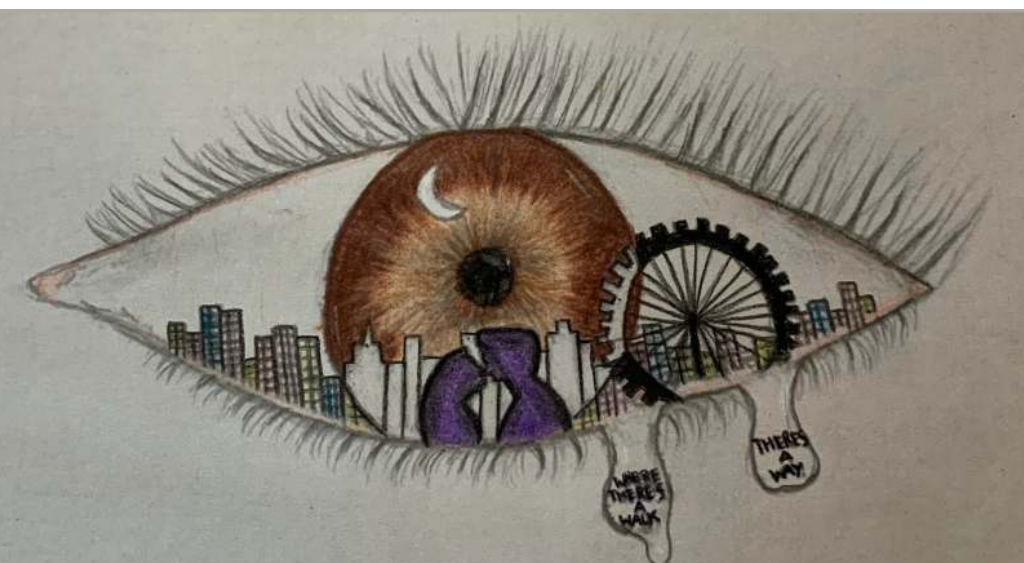
If you're interested in learning more about being a Town Champion please fill out this [form](#) or email Staff Partner, Catherine Leary at caleary@alz.org.



Design to END ALZ

We invite people in our community to get creative and design an image that embodies our mission through the Walk to End Alzheimer's.

To learn more about the Design to END ALZ contest, please fill out the [Design to End ALZ Interest Form](#).



2021 Design to END ALZ Contest Winner

Alicia Lundgren

"The meaning of the image to me is showing all of the memories that are there deep down, even if you are unable to remember them."

- Alicia Lundgren

WALK CHAMPIONS

The Walk to End Alzheimer's Champions Club recognizes and rewards participants who reach special fundraising milestones.

***Champions as of 9/20**



THANKS
— **FOR** —
HELPING US
GROW

**the world's largest fundraiser
to fight the disease.**





Elite Grand Champion \$2500+

Dawn Sneade, Deb Mazza-Scanlon, Mary Ann McGrain, Karen Dobson, Nicoe Garvey, Deborah Fins, Gloria Sousa-Cosquete, Arlene Liscinsky, Jeffrey Piantedosi



Grand Champion \$1000+

Catherine Leary, Tom Bolduc, Kolleen Jaillet, Erin Rasmussen
Constance Bartelson, Richard Rudnick, Lynne Belanger, Sylvia Price
Lisa Nicholson, Cara Carbone, Pamela Bates, Karen Giroux
Frank Yacino, Mary Elliott, Jennifer Gomes, Susan DiNoia
Marshall-Ben Tisdale, Katherine Chase, Nicole Capuano, Jessi Girard
Laurie Bergeron, Jim Glickman, Darlene Heywosz, John Sotir
Ann Kerouac, Ralph Trotto, Darlene Fraticelli, Gail Peterson
Pat Freiss, Emily Stabnick, Alka Yadav-Mehta, Marie Paturzo, Linda Urato



Champion \$500+

Jessica Jacques, Jeff Burdick, Julie McMurray, Linda Wincek-Moore,
Norman Reinbold, Debra Herbert, Dawn Skoglund,
Michelle Bodin-Hettinger, Lorrie Brodeur, Mary Miller
Tania Paparazzo, Deborah Blanchard, Daniel Mullen, Courtney Gatta,
Stacey Schmidt, Robert Bartelson, Mark Rasmussen, Priscilla Senecal,
Christine Baker, Barbara Sanders, Lisa Towle, Margaret Bafaro, Kelleen
Loewen, Tom Leckrone, JoAnn Grimaldi, Heidi Verock,
Catherine Camacho, Martha Chiarchiaro, Marina Sobiech, Talia Cramer
Linda Pellegrini, Richard Tamalavitch II, Laurie Morency, Nancy Begin,
Allison Dembek, Jackie Fuller, Diana Keaney, Tom Lyons,
Samantha Cosquete, Bess Cucchiara, Kathy Faddoul, Kathy Regan,
Kristy Lewandowski, Heather Burkhardt, Liz Campanell
Sarah Clark, Robert Conroy, Nicole Conway, Patty Hainsworth,
Vanessa Noyes, Marketa Rosecka, Christopher Sotir, Frances Spath



Our 2021 Top 10 Teams as of 9/8/21

We THANK you for stepping up in the fight against Alzheimer's raising significant funds and awareness!

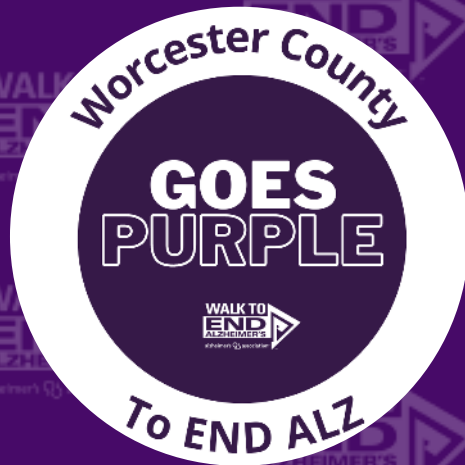
- 1. Don't Stop Believing**
- 2. Deb Mazza-Scanlon Family & Friends**
- 3. Dansfans**
- 4. Team Big Guy!**
- 5. JHC on the Move**
- 6. Team MCU**
- 7. Grammie's Groupies**
- 8. Point32Health**
- 9. Leens Family Fighters**
- 10. Remember for Rita**



Companies joined other Worcester County community-focused employers by getting involved to make a difference in fighting Alzheimer's disease. They showed they care by taking part in the Company Challenge.

Our Top 5 Company Teams as of 9/20/21:

1. Jewish Healthcare Center
2. Millbury Federal Credit Union
3. Point32Health
4. Edward Jones
5. Worcester Senior Center



Worcester County GOES PURPLE with a purpose each year to help raise awareness for the Alzheimer's Association and the Worcester County Walk to End Alzheimer's! Purple is the official color of the Alzheimer's movement.

THANK YOU to all the businesses and our community for Going Purple to End ALZ in June 2021 to raise funds and awareness! We also thank our Worcester County Walk Planning Committee for making our Go Purple week possible.

If you're interested in participating and going purple in September 2022, please fill out the [Interest Form](#) or contact Staff Partner, Catherine Leary, at caleary@alz.org to receive your Go Purple Toolkit and be added to the promotion so the community and Alzheimer's Association can support your business/organization.

All businesses who are going purple will be mentioned in email communications and social media posts by the Alzheimer's Association.

[2022 Go Purple Interest Form](#)



Walk from Home



The Alzheimer's Association Walk to End Alzheimer's Is happening — and you can join us at at the Worcester County Walk at

100 North Parkway, Worcester or Walk From Home in your neighborhood. No matter where you Walk, your participation makes a difference in the lives of those facing Alzheimer's today and in the future.

We understand some people may not feel comfortable attending Walk in person this year. That's why we're also offering the option for you to participate in your own neighborhood. If you choose to Walk From Home, you can still engage in many Walk day experiences through the Walk to End Alzheimer's mobile app. View our [Walk from Home guide](#) to make the most of your Walk from home experience. Be sure to share photos in our Worcester County Walk [Facebook Group](#).

Download the Mobile App

If you choose to Walk From Home, you can use the app to visit our augmented reality Promise Garden where you can select a flower that represents your connection to the disease, personalize it with a heartfelt message and plant it among others. You can also use the app on Walk day to watch a prerecorded Opening and Promise Garden Ceremony, set a distance goal and track your progress as you walk, and even cross an augmented reality finish line. [Click here to learn more.](#)



**Download the
Walk to End
Alzheimer's app!**



Thank you, Platinum Sponsor

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THE WALK TO END ALZHEIMER'S**

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Thank you, Gold Sponsors





The Confidence to make new connections

Benchmark Senior Living is a proud supporter of the Alzheimer's Association and their continuous fight to end Alzheimer's



We are thrilled to be welcoming new residents and visitors into our community, and resuming many of our programming experiences like:

- Celebrating birthdays, anniversaries, and family gatherings
- Getting pampered at our hair salon
- Delighting in dining and social hour
- Enjoying trips to local restaurants, retail stores, and attractions



Benchmark Senior Living at Leominster Crossings
Assisted Living
Mind & Memory Care
1160 Main Street | Leominster
LeominsterCrossings.com



Benchmark Senior Living at Shrewsbury Crossings
Assisted Living
Mind & Memory Care
311 Main Street | Shrewsbury
ShrewsburyCrossings.com



A Benchmark Senior Living Experience

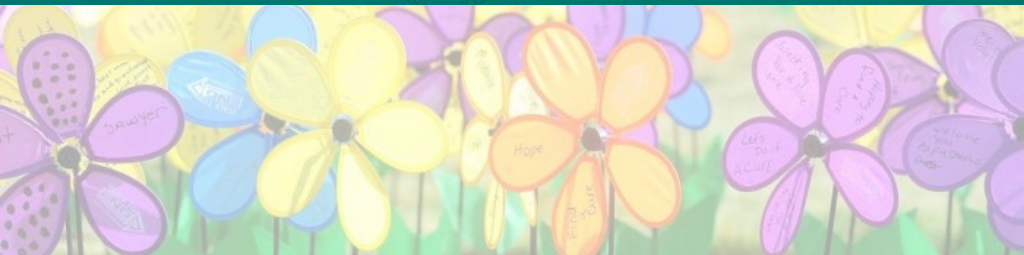
Tatnuck Park at Worcester
Assisted Living
Mind & Memory Care
340 May Street | Worcester
TatnuckParkAtWorcester.com



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The Branches of Marlboro
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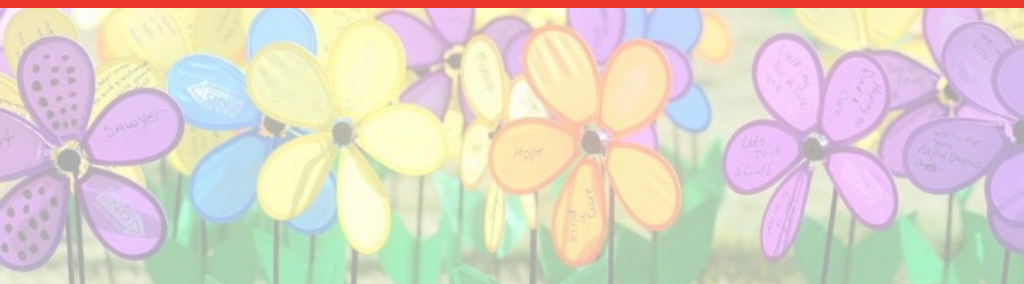
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Now.**

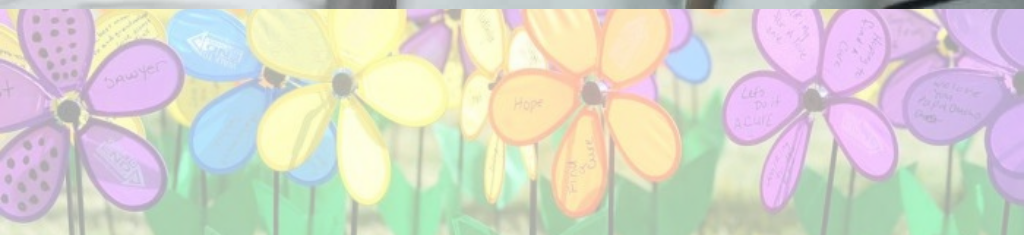
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while helping
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herenow.abbvie

Prisca Honore, PhD
Immunology scientist at AbbVie

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Proud Sponsor of the Worcester
County Walk to End Alzheimer's

what will DCU mean to you?

DCU is a not-for-profit financial institution that only exists to serve our members. Whatever your needs may be - find out what DCU will mean to you.



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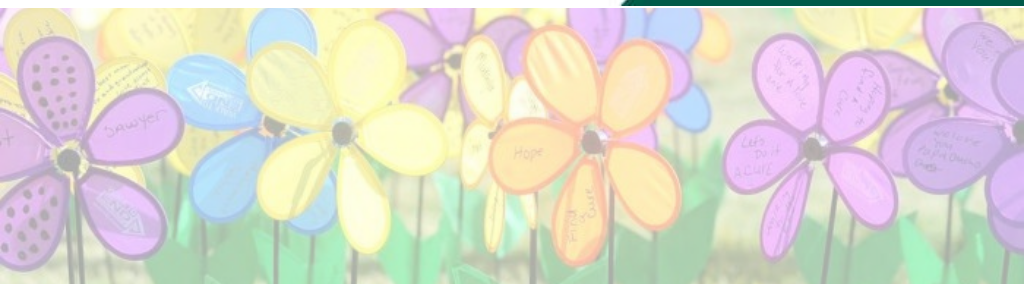
Savings

Learn more at dcu.org.



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NMLS#: 466914

DCU



TEAM DAN'S FANS

SUNNYSIDE FORD

Proud to be a Silver Sponsor of
the 2021 Worcester County
Walk to End Alzheimer's



We support the Walk to End Alzheimer's as Team Dan's Fans, in memory of Daniel Harrington, Jr. who long suffered from Alzheimer's.

He was passionate about serving his community and we keep that sentiment alive as we walk to end Alzheimer's.

SUNNYSIDE



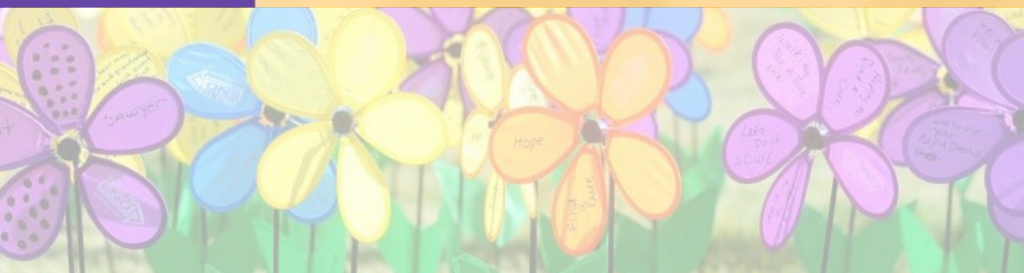
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Helping to build strong community relationships.

The Club at Rockland Trust is dedicated to giving back to the communities we serve. That's why we're happy to support the **Alzheimer's Association's Walk to End Alzheimer's**. We know that by supporting our neighbors, we're strengthening the same communities in which we live and work, while building relationships that last a lifetime.

To learn more visit us:

in The Trolley Yard at 301 Grove Street, Worcester

967 Grafton Street, Worcester

633 Park Ave, Worcester

193 Boston Tumpike, Shrewsbury

146 South Main Street, Milford

300 East Main Street, Milford

14 Hastings St. Route 16, Mendon

Or RocklandTrust.com/TheClub

The Club

AT

ROCKLAND
TRUST
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Together,
we are
walking to end
Alzheimer's.

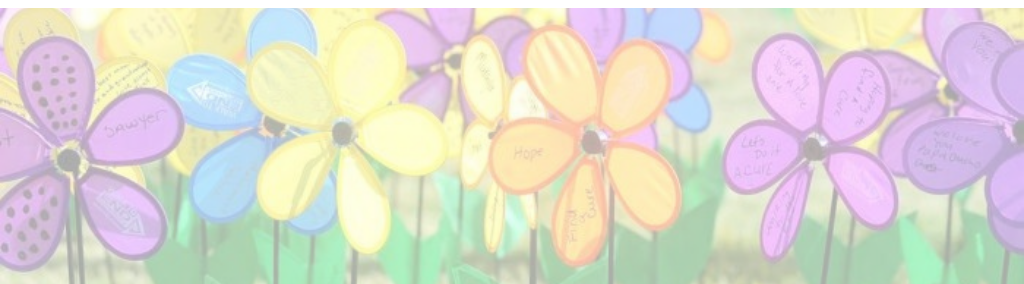


Harvard Pilgrim
Health Care



TUFTS
Health Plan

Point32Health





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- Free fitness programs for body and mind²
- National network of doctors and hospitals³

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UHCNewEngland.com

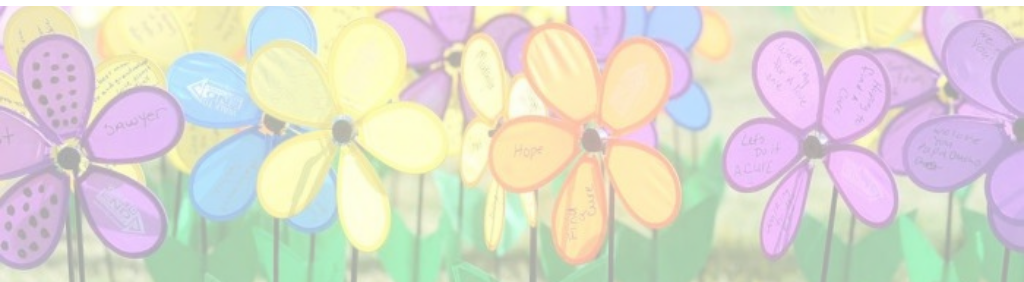


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Healthcare
Medicare Advantage**

¹ NissanSilva story not in available in all regions.

² Offered as a part of Renew Active®. Participation in the Renew Active program is voluntary. Consult your doctor prior to beginning an exercise program. Renew Active includes standard fitness membership.

² Network size varies by market and exclusions may apply.



Thank you, Bronze Sponsors



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We are proud to support the
Alzheimer's Association.



Honest to goodness.  **Avidia Bank**

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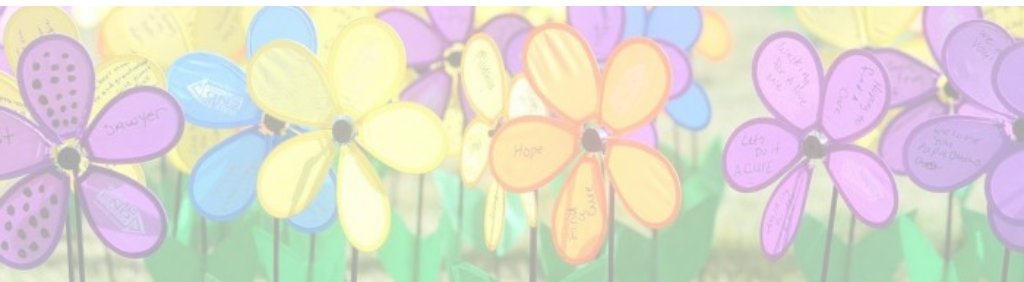
LET'S MAKE LIFE BETTER, TOGETHER

As a proud supporter of the Walk to End Alzheimer's® in Massachusetts, Cigna is committed to helping people get the care and support they need to improve overall health – body and mind. Together, we can help build a future where everyone can live their best life.



Together, all the way.®

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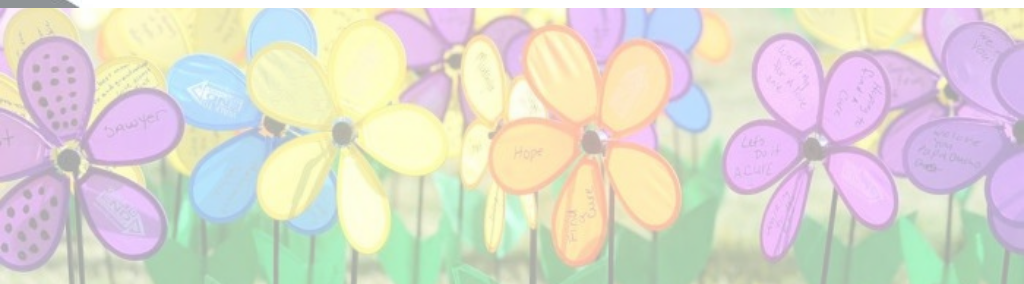


Cornerstone Bank Is Proud to Support the Worcester County 2021 Walk to End Alzheimer's

We are proud to walk alongside you to make a difference in the fight against Alzheimer's disease. As a Worcester County bank built on trust, we are deeply invested in our local community and will always stand arm-in-arm to with our neighbors in support of this important cause.



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We'd be delighted to help you with all of your banking needs.

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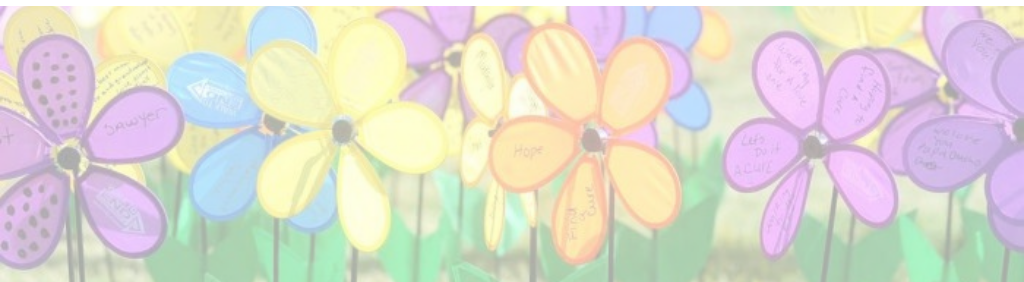
Providing care and services
to those who need us most.

At Fallon Health, we're strengthening our commitment to the communities we serve, especially for those who need us most. That's why we're proud to support The Alzheimer's Association Walk to End Alzheimer's.

We're committed to better health care, better coverage and a better you.



fallonhealth.org



Proud Supporter
of the
**Walk to End
Alzheimer's**

Inspiration:

The desire to do more.

Encouragement:

Knowing you can.

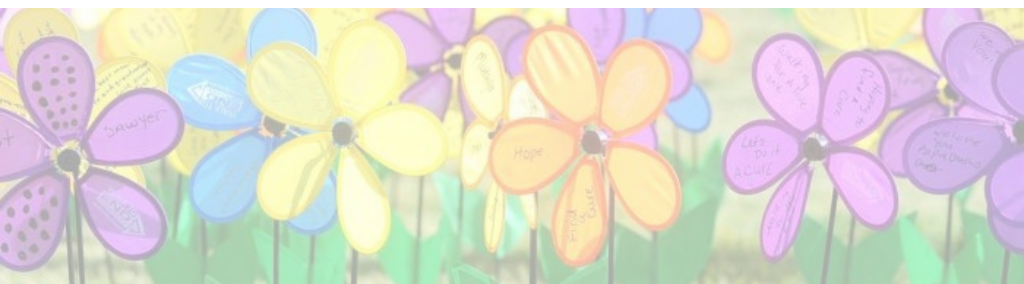
Teamwork:

Determination to succeed.

Together we can make a difference.



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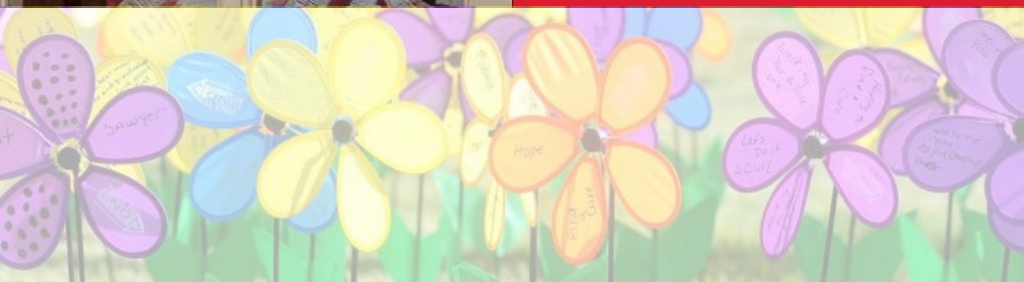


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We're
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you!





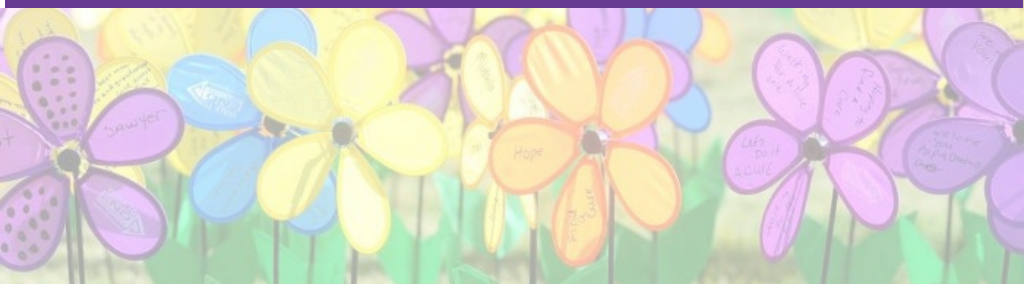
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JHC ON THE MOVE



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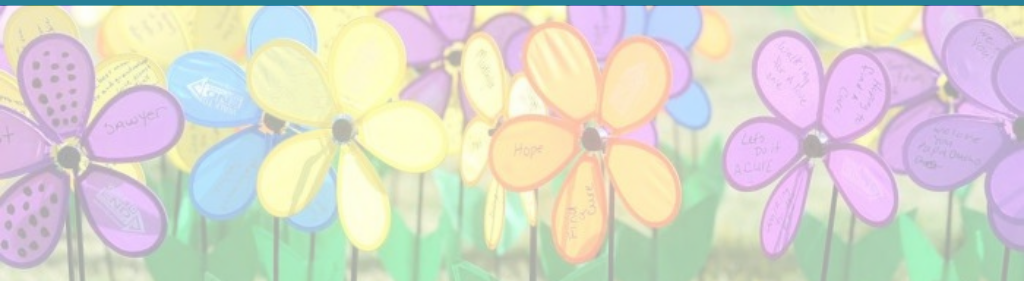
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the 2021

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2021 Walk Photo Challenge

Annually, Photo Challenge recipients earn the opportunity to remember their loved one, honor a caregiver, or celebrate their Team with a photo sign when they raise \$1,500 or more as a Team.

Photo Challenge signs are displayed on Walk day, Sunday, October 3 in our Promise Garden. Recipients are able to take and keep their earned signs at the end of the Walk.





B'ALZ to ALZ

Because Memory Matters

**WALK TO
END
ALZHEIMER'S**

alzheimer's association



WORC-1 B'ALZ to ALZ



THE PROMISE GARDEN

**We walk for the strongest woman
I know, my Mom**

**WALK TO
END
ALZHEIMER'S**

alzheimer's association



WORC-2 THE PROMISE GARDEN



TEAM BIG GUY!

**Remembering Our Big Guy As We
Walk To End Alzheimer's!**



DON'T STOP BELIEVING

**Mom, you are in our
hearts forever ♥**



TEAM BARBARA

**EACH DAY I FIND IT MORE
DIFFICULT TO REMEMBER**



JHC ON THE MOVE

**The Jewish Healthcare Center is Proud
to Support The Alzheimer's Walk**



WORC-6 JHC ON THE MOVE



DEB MAZZA - SCANLON FAMILY & FRIENDS

For you Dad ~ You are forever in our hearts



WORCESTER STRIDERS

**Thank you Jane Lizotte & Turkey
Trot for the Memory**



REMEMBER FOR RITA

**Family comes together For always
and Forever Remeber for Rita**



LEENS FAMILY FIGHTERS

In Honor of Eileen, Karen & Peggy

**WALK TO
END
ALZHEIMER'S**

alzheimer's association



WROC - 10 LEENS FAMILY FIGHTERS



HARVARD PILGRIM HEALTHCARE AND TUFTS HEALTH PLAN

**I walk for awareness and the future
of our children.**



WROC - 11 HARVARD PILGRIM HEALTHCARE AND TUFTS HEALTH PLAN



GRAMPY/BUPPA TEAM

**Honoring Chandler and John. We
miss you. We love you!**



Harvard Pilgrim
Health Care



TUFTS
Health Plan

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**HARVARD PILGRIM HEALTH CARE
AND TUFTS HEALTH PLAN**

**Proud to Walk to End Alzheimer's
in Worcester**

Together, we can End Alzheimer's

**WALK TO
END
ALZHEIMER'S**

alzheimer's association



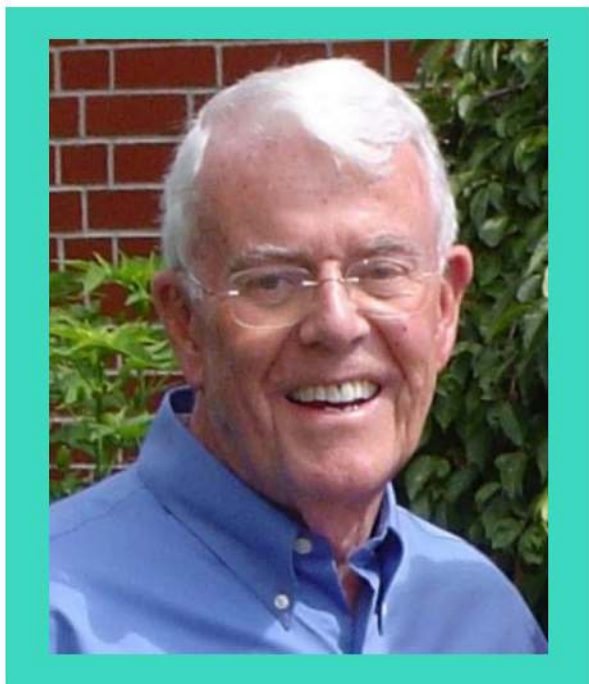
WORC - 13 HPHC/THP



TEAM MCU

Team MCU supporting Alzheimer's Awareness!





DANSFANS

**Caring family man, Business owner,
Community member, Faithful, calm,
generous**



WORCESTER SENIOR CENTER

**Worcester Senior Center participates
in the Walk to End Alzheimer's.**





GRAMMIE'S GROUPIES

You are in our hearts forever



TEAM COLEMAN HOUSE





THE LAST WAVE

**We thank our Walk Logistics Chair,
John Sotir!**



MARIE'S MINIONS

**You were right I do miss you when
you're gone**



NICHOLSON TEAM

**In loving memory of,
Barbara Shenette**

FAQs

We're moving forward with plans to host the Walk to End Alzheimer's in person this fall. We are planning every Walk with the health and safety of our constituents, staff and volunteers as our top priorities. All events will implement safety protocols including physical distancing, masks (where required), contactless registration, hand sanitizing stations and more. We will continue to closely monitor Centers for Disease Control and Prevention (CDC), state and local guidelines to ensure Walk events adhere to recommendations and are safe for attendees.

Will there be COVID-19 safety measures in place at Walk?

The health and safety of our participants, staff and volunteers are our top priorities. Walk events will be designed with this in mind including a venue layout that allows for physical distancing, hand sanitizer stations, contactless registration and more. The Association will continue to closely monitor Centers for Disease Control and Prevention (CDC), state and local guidelines and make adjustments to our event-day safety protocols as needed.

- We're encouraging all attendees to physically distance themselves and to use hand sanitizing stations placed throughout the site. Masks will also be available.
- Walk day will be as contactless as possible, encouraging all attendees to register and turn in donations in advance using the Walk mobile app or via QR codes on site.
- Those who raise \$150 + will receive all qualifying items in the mail including the official Walk t-shirt and Champions gear.
- We ask that all Walk attendees be vaccinated against COVID-19 or wear a mask when you are unable to physically distance. All staff and volunteers are required to either be vaccinated or have tested negative of COVID-19.

Do I have to register in order to Walk?

Yes, we want to know you're Walking with us and need every participant to sign a standard waiver through their official registration. There is no registration fee for Walk. However, we ask every participant to make a personal donation and commit to raising funds in the fight against Alzheimer's.

Do I need to register my children for the Walk?

Yes, children should register. Parents/guardians can register children online or complete an offline registration form and sign the waiver on behalf of the child.

FAQs

Can I sign up for the Walk at the Walk?

Yes. Visit the Worcester County Walk “Main Tent” and our volunteer greeters will assist with contactless registration via QR Codes. However, we do strongly encourage participants to register in advance.

Can I turn in donations at the Walk?

Yes, you may turn in donations on Walk day at the Worcester County Walk “Main Tent.” If you’re mailing in donations you may mail to:

Alzheimer’s Association MA/NH Chapter
c/o Worcester County Walk
309 Waverley Oaks Road, Suite 304
Waltham, MA 02452

Does every participant get a T-shirt?

Every registered participant who achieves the fundraising minimum of \$150 will receive an official Walk to End Alzheimer's T-shirt via USPS. Participants must have raised \$150 by September 2 in order to have received their shirt by Walk day, but still have an opportunity to receive their shirt by October 13.

Are pets allowed on Walk day?

We love our furry friends, but for the safety of all attendees, pets are NOT allowed. We respectfully ask that pets please stay home. Service animals are welcomed.

Are strollers, bicycles and skates allowed on Walk day?

We do allow strollers, but for everyone's safety, we discourage skateboards, bicycles, inline skates and wheelie footwear.

Is the Walk route wheelchair friendly?

Yes, however the route does have a hill incline at Burncoat High School and then again at Hillsboro Road onto Beverly Road.

FAQs

What happens if it rains?

Walk is a rain or shine event. However, in the event of severe and dangerous weather, we might cancel. If this is the case, we will update our Walk homepage on or before the morning of the event.

Is there water and food available?

We will have one water stop. We do encourage people who require more hydration to bring their own bottles or water packs. All of our water is generously donated by Polar Beverages. An assortment of donated packaged food items will be available at the “Food Tent” before and after the Walk. Please note that we will not be offering hot dogs at our event this year.

How do I get a Promise Garden Flower?

Each registered participant will receive a Promise Garden flower. Each participant will have the opportunity to “Pick” their flower then plant in the Promise Garden.

My loved one is lost, where can I find him/her?

If you are looking for a lost or missing person, please report to the Programs for Families / Advocacy shared tent to notify the staff. If a lost person identifies themselves to you, please notify a staff member and bring them to the Programs for Families / Advocacy tent to be reunited with their party.

What activities will be there on Walk day?

Walkers are Welcome at 8:30 am. The route will also be open at 8:30 am. We welcome participants to pick their Promise Flower, visit our Sponsor Tent, take their Team Photo at the Walk site and enjoy the shortened Promise Ceremony at 10:00 am. Keeping the health and safety of all participants, staff and volunteers and with efforts to keep areas contactless we will not have the following: KidsZone, Photo Booth, Dementia Friendly Tent or Champions Tent.

Where are the restrooms?

There will be porta-potties located to the right of the Walk site entrance from the parking lot. We do have ADA accessible toilets available with hand sanitizing stations. We will not have porta-potties at the water stop along the Walk route this year.

FAQs

Where does the fundraising money go?

Every dollar you raise benefits those affected by Alzheimer's disease in your community. Provides care and support to all those facing Alzheimer's. Drives research toward treatment, prevention and, ultimately, a cure. Speaks up for the needs and rights of people affected by Alzheimer's. For additional information on where your money goes please visit "Your Dollars at Work".

How do I learn more about the Alzheimer's Association?

The Alzheimer's Association will have a booth at the Walk with information regarding Education Programs, Care & Support for families, Advocacy and TrialMatch. Please be sure to stop by or you can visit us online at alz.org/MANH or call our 24/7 Helpline 800.272.3900 with any questions you have about the association or disease.

How can I get involved with the Walk next year as a volunteer or sponsor?

Please visit the information tent on Walk day to get more information or email caleary@alz.org

In the event of an emergency:

PLEASE CALL 911. EMS will be on site as well as a Registered Nurse at the Information Tent. Please find a committee member with a walkie talkie and they will be able to assist.

Still have questions?

[Check out our FAQs page.](#) or contact:

Coordinator: Catherine Leary

Phone: 617.393.2147

Email: caleary@alz.org



THANK YOU

