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PRESS RELEASE

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FOR IMMEDIATE RELEASE
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Pedal for Alzheimer's Announces Recipient of Community Grant *Jacksonville Memory Care Community Will Receive \$3,000 For Resident Experiences*

KNOXVILLE, Tenn. October 8, 2019 – Pedal for Alzheimer's, Ltd. announces the recipient of a Community Grant that will be presented from funds raised this year. The organization is pleased to issue a grant to Anthem Lakes in Jacksonville, Fla.

Cyclists and team members from the charity cycling event will stop by the senior living community at mile 93 of the 97-mile day. The team will issue a Community Grant in the amount of \$3,000 on Wednesday, October 9 at the community with staff and residents present.

"We are excited to help impact the quality of care and experiences for residents at Anthem Lakes by providing this Community Grant," **Josh Crisp, Pedal for Alzheimer's Founder** said. "Our board is extremely excited to carry forward the mission of the organization by not only furthering research as we have given thousands of dollars over the past two years but this year, we are fulfilling our commitment to provide support to those suffering with the disease and the professional and family caregivers who will benefit from these gifts."

Multiple Alzheimer's-focused organizations applied for a Community Grant and several will be issued throughout the year. Anthem Lakes is a senior care community that provides care for 30 residents (full capacity) who are impacted by Alzheimer's and dementias.

"A huge thank you to Pedal for Alzheimer's for providing Anthem Lakes the opportunity to make our residents dreams and wishes come true," **Denise Macchia, Memory Care Director, Anthem Lakes**. "This Community Grant will allow us the opportunity to personalize a unique gift or experience for each of our residents who are struggling with Alzheimer's."

The mission of Pedal for Alzheimer's is to organize cycling events to raise money, provide education and increase awareness surrounding the mission of finding a cure for Alzheimer's and the Community Grants are one way the organization can provide immediate help through a financial or in-kind gift.

"It is an honor to use cycling events to raise funds for Alzheimer's and our team is excited to see firsthand how these gifts will directly benefit those impacted by the disease," **Kevin Sprouse, Pedal for Alzheimer's Board of Directors and Medical Director** said. "We are excited to present this Community Grant and look forward to numerous others in the future."

Event title sponsors include Solinity, Podium Sports Medicine, and PointClickCare. The organization encourages interested individuals to join or sponsor the team, cheer the team on along the route, sponsor a rider, donate in honor of a loved one, or contribute to the Community Grants.

If you are a member of the media interested in interviewing Josh Crisp or any Pedal for Alzheimer's representative, please contact Sara Mitchell via phone at 731-695-0243 or email at sara@solinity.com or Kylie Hubbard via email at kylie@solinity.com.

ABOUT PEDAL FOR ALZHEIMER'S



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Pedal for Alzheimer's, Ltd. is a 501(c)(3) nonprofit charitable platform committed to organizing cycling events to raise money, provide education and increase awareness surrounding the mission of finding a cure for Alzheimer's. The Pedal for Alzheimer's organization was co-founded in 2017 by Josh Crisp and Michelle Brooke-Marciniak. Crisp is the founder of Pedal for Pat, a 1,098-mile cycling event created to honor the legacy of the late-legendary University of Tennessee women's basketball coach Pat Summitt who died of Alzheimer's in 2016. Crisp founded Pedal for Pat out of a desire to extend the legendary Summitt's platform by raising awareness and donations; the event exceeded expectations for the inaugural ride by leading a team of eight cyclists over 1,098 miles to raise awareness and more than \$100,000 to help families and seniors coping Alzheimer's disease. The money benefitted The Pat Summitt Foundation and The Pat Summitt Alzheimer's Clinic at the University of Tennessee Medical Center. Pedal for Pat was such a success that Crisp and Brooke-Marciniak formed *Pedal for Alzheimer's, Ltd.* to broaden the scope of those individuals and families affected by the disease. In just two events, the organization has given over \$170,000 to charities that further research, and that provide education, support and care.

Pedal for Alzheimer's, Ltd. is a charitable organization overseen by board members, including Josh Crisp, Dr. Joe Graves, Sara Mitchell and Dr. Kevin Sprouse. For more information about the event, visit pedalforalzheimers.org, and follow us on Facebook, Twitter, Instagram, LinkedIn and YouTube @pedalforalz.

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