**MEDIA ALERT**

WHO: American Contract Bridge League (ACBL), the official governing body of the card game bridge, and locally sanctioned [CLUB NAME] to play bridge and raise funds to fight Alzheimer’s disease for The Longest Day®.

WHAT: The Longest Day is an Alzheimer’s Association® event bringing together advocates around the world to honor those facing Alzheimer’s disease and their caregivers by participating in an activity they love. [CLUB NAME] will host a variety of bridge activities including beginner lessons, social play and duplicate games throughout the day to raise funds and awareness for this worthy cause.

WHY: Every 65 seconds, someone in the United States develops Alzheimer’s disease, and by 2050, someone in the United States will develop it every 33 seconds. A number of studies indicate that maintaining strong social connections and keeping mentally active through activities, such as playing bridge, might delay cognitive decline and possibly dementia as we age. Participating doesn’t only benefit Alzheimer’s Association care, support and research, but it could impact each person’s own future. This is the sixth year of the ACBL and Alzheimer’s Association partnership.

WHEN: [DATE OF EVENT]

WHERE: [PARTICIPATING CLUB NAME, PHONE NUMBER, E-MAIL AND ADDRESS HERE]

MEDIA [LOCAL MEDIA CONTACT]

CONTACT: [CLUB NAME]

 [EMAIL]

 [PHONE NUMBER]

**About the ACBL**

*Founded in 1937, the ACBL is the largest bridge organization in the world, serving 167,000 members, 3,200 bridge clubs and sanctioning 1,100 sectional and regional tournaments annually. The ACBL's three North American Bridge Championships each attract up to 5,000 players representing every state in the United States, Canada and about 20 other foreign countries. A challenging and rewarding card game, bridge attracts players of all ages and walks of life - from Bill Gates and Warren Buffett to astronaut Greg “Box” Johnson. For more information about the ACBL, visit www.acbl.org.*

**About the Alzheimer’s Association®**

*The Alzheimer’s Association is the world’s 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*[*alz.org*](http://www.alz.org/)*or call 800.272.3900.*

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