



HISTORY OF SOUTHERN CRESCENT MEMORY WALK

Bruce Farr, wife of Floy Farr one of the founders of Peachtree City, had Alzheimer’s Disease and was at Ashley Glen Assisted Living & Alzheimer’s Care in Peachtree City. Floy and members of the Ashley Glen staff journeyed to Atlanta to participate in the Atlanta Alzheimer’s Association Memory Walk. The Ashley Glen staff complained about the early hours they had to leave Peachtree City to participate in the Walk as Registration began at 7:00 a.m. Floy Farr did not shy away from taking on big projects, so he requested the Greater Georgia Chapter of the Alzheimer’s Association to let him start up a Southern Crescent Memory Walk to be held in Peachtree City, walking the beautiful cart paths. Permission was granted and the first Southern Crescent Memory Walk occurred on September 30, 2000, involving participants from Clayton, Coweta and Fayette Counties . Elaine Gaillard, Marketing Director at Ashley Glen, and Floy recruited many of their friends and associates to serve on the various committees to organize and conduct the Walk.

Fred Brown, former Mayor of Peachtree City for 10 years, and Iola Snow, retired Benefits Administrator of Big Star Foods, became Co-Organizers for the Memory Walk beginning in 2001. Fred worked with the Heart Association for 12 years while Iola was on the Greater Atlanta March of Dimes WalkAmerica TeamWalk Committee for 10 years.

The Walk has continued to grow with Spalding County joining in 2002, Henry County in 2003, Fulton County in 2007, and Meriwether and Troup Counties this year, 2010. Therefore, the Memory Walk now has 8 counties with chairpersons recruiting sponsors, teams and individuals to raise money for Alzheimer's programs, services and research.

The success of the first 10 Southern Crescent Memory Walks has been tremendous:

<u>Memory Walk</u>	<u>Total \$ Raised</u>	<u>No. Teams</u>	<u>No. Participants</u>
2000	\$ 73,185	61	Over 450
2001	117,574	68	Over 850
2002	148,150	94	Over 1,000
2003	167,687	99	Over 1,200
2004	194,449	103	Over 1,300
2005	173,767	84	Over 1,300
2006	200,165	87	Over 1,300
2007	218,734	89	Over 1,300
2008	200,634	76	Over 1,300
2009	230,337	101	Over 1,400

Participants include walkers, runners, and volunteer workers. Money raised consists of contributions from sponsors, money raised by teams and by individual walkers/runners. Teams consist of employees from small, medium and large businesses and organizations, and residents from subdivisions who organize into teams.

We look forward to expanding the Southern Crescent Memory Walk for years to come adding more participants to help raise funds and awareness of this devastating disease