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KEN ZAENTZ, president and CEO, Alzheimer's New Jersey



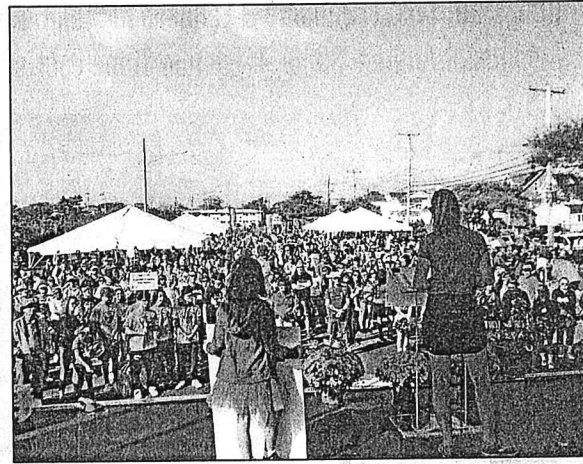
STEVE WEXLER THE OCEAN STAR
The 2024 Walk to Fight Alzheimer's drew a huge crowd of walkers — over 750 participants — to the seaside streets of Point Pleasant Beach.



STEVE WEXLER THE OCEAN STAR
St. Brendan the Navigator Pipes and Drums of Point Pleasant marched at Saturday's annual Walk to Fight Alzheimer's, returning from last year's walk.



STEVE WEXLER THE OCEAN STAR
Assemblyman Paul Kanitra cuts the ribbon to begin the 2024 Walk to Fight Alzheimer's in Point Pleasant Beach.



STEVE WEXLER THE OCEAN STAR
Loved ones took the stage prior to the walk to honor those in their lives who have been impacted by Alzheimer's disease.

Walk to Fight Alzheimer's raises more than \$200K

Hundreds step off at annual fundraiser

BY ALEX DYER
THE OCEAN STAR

POINT PLEASANT BEACH — On Saturday morning, nearly 800 walkers stepped off the corner of Arnold and Baltimore avenues as part of the annual Walk to Fight Alzheimer's, organized by Alzheimer's New Jersey.

As of Thursday morning, the Point Pleasant Beach Walk to Fight Alzheimer's, which has taken place in the borough for 25 years, raised more than \$201,000, officially exceeding this year's goal of \$200,000. However, fundraising from the event continues until Nov. 30.

"We have been hosting the walk in Point Pleasant Beach for almost 25 years," said Ken Zaentz, president of Alzheimer's New Jersey. "As an organization focused on New Jersey, what better place than Point Pleasant Beach to host a walk — one of New Jersey's most iconic beach communities. The combination of the beach and boardwalk brings a large crowd together to honor and remember those who have been impacted by this devastating disease."

Nancy Wellbrock, director of communication and foundation giving at Alzheimer's New Jersey, said that Saturday's picture-perfect weather encouraged a large turnout: 776 walkers registered.

"It was a beautiful day; it was sunny, we had a tremendous turnout and we had an enthusiastic crowd," Wellbrock said. "We were really pleased with how the day went."

In a press release on Monday, Alzheimer's New Jersey recapped the events of Saturday. The master of ceremonies, Emmy-nominated host of "Your New Jersey" Lisa Marie Falbo, welcomed the crowd, followed by a performance of "The Star-Spangled Banner" by Point Beach resident and performer Tyler Cicardo.

Additionally, Alzheimer's New Jersey board member Tracey Wolfman led the "Butterfly Ceremony," during which participants took the

stage to honor those for whom they were walking.

Lora Smith-Staines, this year's Walk to Fight Alzheimer's ambassador, gave a speech sharing her experience as her mother Eileen's caretaker.

"Mom doesn't say much that is comprehensible anymore, but every now and then she surprises us," Smith-Staines said. "Recently, after a visit, I was leaving and told her 'I love you,' as I always do, and kissed her cheek. As I turned to walk away, she said 'I love you...' Life is so delicate. Mom's light is a dull flicker now, but it still lights the way for me."

ALZHEIMER'S NEW JERSEY
"Since 1985," said a press release from Alzheimer's

New Jersey, "Alzheimer's New Jersey has played a crucial role in the fight against Alzheimer's disease in New Jersey, providing education and support programs benefiting the 600,000 New Jersey residents battling Alzheimer's and other dementias in the Garden State."

Alzheimer's New Jersey is not associated with the Alzheimer's Association. To learn more about the Point Pleasant Beach walk and Alzheimer's New Jersey programs serving New Jersey families, call the toll-free helpline at 888-280-6055 or visit alz.nj.org.

The next fundraising event for Alzheimer's New Jersey will be its Rock to Fight Alzheimer's concert at Headliner Oasis in Neptune City. Like

Walk to Fight Alzheimer's, Rock to Fight Alzheimer's is a fundraiser to support the programs and services we offer that benefit New Jersey families, including families from Monmouth and Ocean counties. Tickets are \$20 and can be purchased at alz.nj.org/rock-to-fight-alzheimers.

Rock to Fight Alzheimer's will take place at 1:30 p.m. on Saturday, Nov. 16, at Headliner Oasis, 1401 Route 35 in Neptune City. Featured bands include Exit Eleven, The Eddie Testa Band, E-Boro Bandits and Shut Up Gus.

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