



## For Immediate Release:

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*The Gold Wellness Circle partners with The Alzheimer's Association to host the 2nd Annual Gold Wellness Alzheimer's Fundraiser Fair at Bloomfield College on Sat., August 6, 2022 in honor of Event Host's late mother*

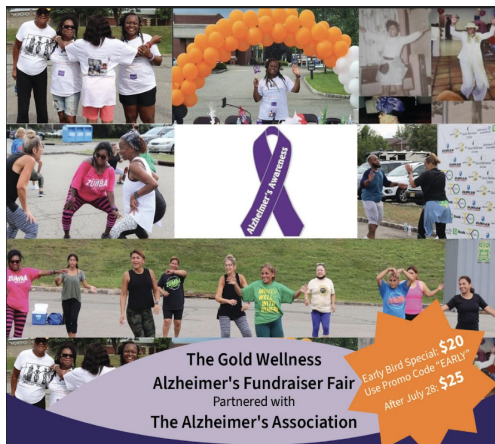
**The Gold Wellness Fundraiser Fair will feature a live Zumba Class, sharing Alzheimer's Information, Info on Resources for Caregivers, Meditation, Children's Activities, and more.**

**Bloomfield, NJ - July 29, 2022 - The 2022 Gold Wellness Alzheimer's Fundraiser Fair will honor loved ones with Alzheimer's and their Caregivers. The Fair is in honor of Allean "Tootie" White, mother of Debra Dixon-Anderson, the Founder of the Gold Wellness Circle and Light of Gold PR. The goal of this fundraiser is to not only raise important funding for Alzheimer's and Dementia Research, but also to enlighten and educate on the importance of wellness, brain health, self-care while caregiving and spreading awareness on how strenuous Alzheimer's can be for those directly and indirectly affected. Attendees will walk away with new knowledge, tools, and resources that can be applied right away or further down the line, whether it be for a family member or their own personal health.**

According to the **alz.org website**, as of 2021, there is an **estimate of about 6.2 million Americans aged 65 and older living with Alzheimer's and Dementia, and seventy-two percent are 75 or older.** It is a common belief that Alzheimer disease is a normal part of aging because age has been found to be an increasing risk factor for Alzheimer's disease. However, this information has been proven false by the **Alzheimer's Association**. Research has found that although age has been found to be an increasing risk factor for Alzheimer's disease, as many as **200,000 Americans under 65 have younger-onset Alzheimer's disease.** Women have been affected greatly with being diagnosed with Alzheimer's Disease. Nearly double the number of women are more likely to have Alzheimer's than men and two-thirds of Americans living with Alzheimer's are women. Scientists have found racial disparities as well. Older Black Americans are **about twice as likely** to have Alzheimer's or other dementias while older Hispanics are about **"one and one-half times as likely"** to have Alzheimer's or other dementias as older Whites.



Along with being an informative event, we will have **instructors for two live Zumba Classes.** Research suggests that **music and dance have numerous emotional and behavioral benefits** for people with **Alzheimer's disease** due to the fact that the areas of the brain linked to music are relatively unaffected by dementia. Some benefits can include; **relief and reduction in stress, anxiety, depression and agitation.** Dance can be beneficial because it can **trigger memories of past social situations.**



People today need to recognize the onset of Alzheimer's in their loved ones. **Debra Dixon-Anderson** knows first hand what it means to be a caregiver and the pain that affects everyone connected to those diagnosed. The testimony she can give in conjunction with those who have taken care of or lost someone to Alzheimer's is sure to be a moving segment in this event.

**Debra Dixon-Anderson, Event Host & Organizer, said,** *"It's hard to convey all the emotions that run through you as someone you've known all your life starts to forget who you are, starts to get lost, and can't manage their day-to-day activities. With this event being in my mother's honor, I hope it helps people understand the magnitude of this disease. I'm absolutely thrilled*

*that we are partnering with **The Alzheimer's Association** during this event to help raise awareness and fund further research. We also appreciate our other Partners such as **Bloomfield College, The K-District, and other Partners.**"*

***What the Alzheimer's Association has said about partnering with Gold Wellness Circle and Light of Gold PR:***

**Danielle S. Buckler, Special Events Coordinator from the Alzheimer's Association of Greater New Jersey, said:** *"Gold Wellness Circle and Light of Gold PR has been an amazing supporter of **The Longest Day**. Events like this one embody what **The Longest Day** is all about - taking something that you are passionate about and turning it into an event that can help us to raise critically important funds and awareness for Alzheimer's care, support, and research."*

***What the venue partner, Bloomfield College, is saying about working with Gold Wellness Circle on the Alzheimer's Awareness Fair***

*"We are pleased to be able to be the host site for the **Gold Wellness Alzheimer's Fundraiser Fair** to help raise awareness and support for the vital work of the **Alzheimer's Association**," said Bloomfield College President, **Marcheta P. Evans, Ph.D.** *"We wish both the sponsors and the attendees an enriching day of sharing and receiving important resources about Alzheimer's and Dementia."**

**The price is only \$25 and there are multiple levels of donations and sponsorship with proceeds going to support The Alzheimer's Association in championing this powerful cause.**

To register for the event or find out how to donate, visit: <https://goldwellnesscircle.com/events>

**Check our Promotional Video -** <https://youtu.be/1OKo3dyvmK0>

**To contact us, feel free to email us at** [info@lightofgoldpr.com](mailto:info@lightofgoldpr.com) **or** [goldwellnesscircle@gmail.com](mailto:goldwellnesscircle@gmail.com) **or call us at 212-786-6838.**

### ***ABOUT THE GOLD WELLNESS CIRCLE:***

**The Gold Wellness Circle** is devoted to promoting the importance of **physical and mental health** amongst our communities and in our world today. By providing **resources, classes, workshops, and collaborations** with existing wellness companies, Gold Wellness Circle is here to help you and your loved ones live a **happy and healthy lifestyle**.

### ***ABOUT LIGHT OF GOLD PR, MARKETING, AND CONSULTING LLC:***

**Light of Gold PR, Marketing, and Consulting LLC**, a 16 year old boutique PR Firm that specializes in public relations, marketing, brand management, media relations, promotions, reputation management, writing and content, web development, digital and technology. We shed light on the gold that exists in organizations, businesses, and individuals. It exposes the hidden treasures that exist in an organization and brings these treasures to light through. **Light of Gold PR, Marketing, and Consulting's No. 1 goal** is to position its clients for success. For more information, please visit [www.lightofgoldpr.com](http://www.lightofgoldpr.com) and [www.stayingtruetobrandyou.com](http://www.stayingtruetobrandyou.com)