



For Immediate Release:

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Gold Wellness Circle is hosting its 3rd annual Gold Wellness Alzheimer’s Fundraiser Fair in partnership with the Alzheimer’s Association. The event will take place at Bloomfield, New Jersey on Saturday, June 24th from 12:30 pm to 4:30 pm

The Gold Wellness Fundraiser Fair will feature a live Zumba Class, Meditation and Yoga, Senior Exercise and Strength, sharing Alzheimer’s Information, Resources for Caregivers, Vendors, Children’s Activities, and more.

BLOOMFIELD, NJ- The 2023 Gold Wellness Alzheimer’s Fundraiser Fair will honor loved ones with Alzheimer’s and Dementia while providing resources for their Caregivers. The event will be on **Saturday, June 24th at Eastern Acupuncture School and Traditional Medicine, on 440 Franklin Street, from 12:30 pm to 4:30 pm.** 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.**



Our Event includes:

- Zumba
- Meditation
- Yoga, Senior Exercise, and Strength
- Vendors and Resources, Tasty Food and Treats
- Children Activities and Much More!



Join us for a Live Zumba Class!
Ana Gerald Alex Briana Debra Farak
Meditation Yoga
Anthony (Tony) Lily

A portion of the proceeds from this event goes to the Alzheimer's Association

Go to www.goldwellnesscircle.com/events for more info
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Alzheimer’s can be strenuous for those directly and indirectly affected. The goal of this event is to **enlighten the community about Alzheimer’s and educate on the importance of wellness, brain health, and self-care while caregiving. While spreading awareness about Alzheimer’s Disease, we also celebrate the importance of exercise with Zumba, Yoga, Senior Exercise, and Meditation** for everyone. Expect to walk away with **new knowledge, tools, and resources** that can be applied right away or further down the line, whether it be your personal health, or for your family members/friends.

According to the **Alzheimer’s Association**, women are more likely to get Alzheimer’s, with **almost two-thirds** of those diagnosed with the disease being women. By age 65, it’s estimated that **1 in 5 women** will develop

Alzheimer’s. Adults aged 65 and older and from different races, are more prone to be diagnosed with Alzheimer’s than others. African Americans (**14%**) are more likely to develop the disease than Hispanics (**12%**), and Non-Hispanic Whites (**10%**) are less inclined to develop the disease than both Hispanics and African-Americans (**CDC, 2022**).

Our live Zumba Class with instructors is one of the important exercise activities we provide at our event. 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.**

The **Alzheimer’s Association** and other vendors, including **United Healthcare, Assisted Living Locators, Caring People, Green Sprouts Market, and Columbia University** will be exhibiting the event. **Columbia**

University will conduct a study on how **Hispanics** are affected by **Alzheimer's** at our event. Other activities for attendees to engage in will include yoga, meditation, senior exercise, and strength, and children's activities.

The event host and organizer, **Debra Dixon-Anderson** knows firsthand 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. 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 funds to further research."*

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

Yolisse Carattini, Development Manager from the Alzheimer's Association of Greater New Jersey, said: *"The 2023 Gold Wellness Alzheimer's Fundraiser Fair is exactly what **The Longest Day** is all about - turning your passion about finding the cure for Alzheimer's into critical support for care, support, and research. We can not wait to dance with you all!"*

What the venue partner Eastern Acupuncture School, is saying about working with Gold Wellness Circle on the Alzheimer's Fundraiser Fair

"We are pleased to be able to partner with the 2023 Gold Wellness Alzheimer's Fundraiser Fair for a second time in a row on another wellness event, to help raise awareness and support for the vital work of the Alzheimer's Association," **said Eastern School of Acupuncture and Traditional Medicine CEO Aída Almanzar, MBA.**

Ticket prices are only \$35. Gold Wellness Alzheimer's Fundraiser Fair will donate a portion of all proceeds to the **Alzheimer's Association** to support this worthwhile cause.

To register for the event, visit: <https://goldwellnesscircle.com/events>

Check our Promotional Video - <https://youtu.be/nSKupIEoTWY>

For more information, feel free to email us at goldwellnesscircle@gmail.com or info@lightofgoldpr.com or call us at 212-786-6838.

ABOUT THE GOLD WELLNESS CIRCLE:

The Gold Wellness Circle which started in response to Covid-19 in 2020, is now a non-profit, and is devoted to promoting the importance of **physical and mental health** amongst our communities. 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 17 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 and <https://goldwellnesscircle.com>