

FOR IMMEDIATE RELEASE

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“Ride to Remember” increases awareness of dementia, raises funds for UCSF Fresno Alzheimer’s and Memory Center

FRESNO - The first annual “Ride to Remember,” a charity poker run benefitting the UCSF Fresno Alzheimer’s & Memory Center (AMC), will be held Saturday, September 20. The event will begin at 9 a.m. at the UCSF Fresno Center for Medical Education and Research, located at 155 N. Fresno Street at Divisadero in downtown Fresno, and will end at Riverland Resort in Kingsburg. Registration starts at 8:15 a.m.

The 100-mile ride is open to motorcycles and four-wheelers. The cost to participate is \$20 per rider and \$15 per passenger. Registration is required and includes: continental breakfast, barbecue lunch, T-shirt, poker hand and goodie bag. The event also will feature casino games, live auction, club challenge and bike blessing. Nearly 200 bikes and cars are expected to participate.

The “Ride to Remember” was organized by Sandy Sandoval in honor of her father who had Alzheimer’s and was assisted by the Alzheimer’s & Memory Center. A long-time motorcycle rider, Sandoval felt the ride would be an ideal and fun way to give back to the organization that provided much needed care and support for her father and her family.

The UCSF Fresno Medical Education Program is a major clinical branch of the University of California, San Francisco School of Medicine. The purpose of the UCSF Fresno program is to train and educate physicians, conduct research aimed at addressing health issues pertinent to the Valley and provide superior health care to residents in the region. The UCSF Fresno Alzheimer’s & Memory Center is dedicated to improving the quality of life for patients with Alzheimer’s and other memory impairments by offering complete diagnostic services, treatment planning, counseling, caregiver support groups, and educational opportunities for patients, families and health-care professionals. The center also participates in valuable research that may help find treatments to halt the disease in the future. It is one of 10 state-funded Alzheimer’s research centers in California, and the only one of its kind in the San Joaquin Valley. The center serves residents in Fresno, Kern, Kings, Madera, Merced, Mariposa, Stanislaus, Tulare, San Luis Obispo, and Tuolumne counties

For more information or to register, please call (559) 347-7170 or visit:
www.ridetoremember920.com.

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