



alzheimer's  association®

New York City Chapter

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**ALZHEIMER'S ASSOCIATION – NYC CHAPTER AND ALPHA KAPPA ALPHA SORORITY, INC., DELTA RHO OMEGA CHAPTER COLLABORATE TO EDUCATE AND ADVOCATE IN THE FIGHT AGAINST ALZHEIMER'S**

*Joining forces during Black History Month to raise awareness about Alzheimer's and other dementias since African-Americans are twice as likely to develop the disease*

[New York City, February 1, 2017] – The Alzheimer's Association –NYC chapter is proud to announce a new partnership with Alpha Kappa Alpha Sorority, Inc.® Delta Rho Omega chapter to help raise awareness about Alzheimer's disease and increase education, care and support resources in the African-American community. This partnership, will engage both campus and alumni members of AKA through local community outreach efforts and participation in The Longest Day®, a signature Alzheimer's Association event.

“African-Americans are twice as likely as whites to develop Alzheimer's and other dementias, however they are less likely to be diagnosed, or diagnosed at a much later stage. This partnership will help the Association better connect African-Americans with important Alzheimer's information and support,” said Victoria W. Thomas, President of the Delta Rho Omega chapter of Alpha Kappa Alpha Sorority, Inc.

Delta Rho Omega chapter was chartered on November 15, 1947 in Brooklyn, New York and to date has over one hundred and ninety members. Delta Rho Omega strives to carry out the sorority's mission of "Service to all Mankind" through various philanthropic endeavors benefitting children, the elderly, the homeless, and those in need within the Brooklyn community.

Alpha Kappa Alpha, the nation's oldest African-American sorority, is a trusted source of information within the African-American community. Members of Alpha Kappa Alpha will work with the New York City Alzheimer's Association chapter to better engage the African-American community in the full mission of the Association. This may include:

- Connecting the Alzheimer's Association to community partners, contacts and churches to open the doors for Alzheimer's education, care and support
- Volunteering for activities and committees for The Longest Day, the Alzheimer's Association event taking place on the summer solstice
- Becoming a trained Alzheimer's community educator or support group leader and advocate

“The Alzheimer's Association is proud to be working with Delta Rho Omega chapter of Alpha Kappa Alpha, Inc., to better reach, educate and engage the African American community in resources”, said Executive Director, Christopher Smith. “This partnership will connect the African-American community in New York City to free education, care, support, research and advocacy programs that are so important for individuals and families impacted by Alzheimer's disease.”

**About the Alzheimer's Association**

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's. For more information, visit [www.alz.org](http://www.alz.org).

**About Alpha Kappa Alpha Sorority, Inc.**

Alpha Kappa Alpha Sorority, Incorporated® (AKA) is an international service organization that was founded on the campus of Howard University in Washington, D.C. in 1908. It is the oldest Greek-letter organization established by African-American college-educated women. Alpha Kappa Alpha is comprised of more than 283,000 members in 988 graduate and undergraduate chapters in the United States, Liberia, the Bahamas, the U.S. Virgin Islands, Germany, South Korea, Bermuda, Japan, Canada, and South Africa. Led by International President Dorothy Buckhanan Wilson, Alpha Kappa Alpha is often hailed as "America's premier Greek-letter organization for African American women." For more information on Alpha Kappa Alpha Sorority and its programs, log onto [www.aka1908.com](http://www.aka1908.com).

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