



*****PHOTO & VIDEO OPPORTUNITY*****

Heritage Senior Living brings awareness to Alzheimer's with Summer Solstice (longest day of the year) events at communities throughout the state

DATE: June 20, 2017

WHAT: Heritage Senior Living is bringing awareness to Alzheimer's disease with Summer Solstice events across the state. In total, Heritage is planning five events at its communities that will include activities such as cards, bingo, food, cocktails, live entertainment and animals. More details about the specific events are below and all proceeds of the events will benefit the Alzheimer's Association.

The Alzheimer's Association Longest Day events bring attention to those affected by the Alzheimer's disease and the activities they love. On the summer solstice, organizations around the world team up with the Alzheimer's Association to select any activities loved by those affected to help end Alzheimer's. Together, the association raises funds and awareness for care and support while advancing research toward the first survivor of Alzheimer's. To learn more about The Longest Day campaign, visit the Alzheimer's Association website [here](#).

WHERE: **Longest Day Events will be held at the following Heritage Senior Living Communities:**

Heritage Eau Claire – Summer Solstice Garden Party/Open House
Wednesday, June 21 from 2-4 p.m.
3706 Damon St.
Eau Claire, WI 54701

Details: Join Heritage Eau Claire for an open house with snacks, summery refreshments and cocktails as they celebrate the longest day of the year.

Heritage Lake Country - Summer Solstice Celebration
Wednesday, June 21 from 4 p.m. to 7 p.m.
2975 Village Square Dr.
Hartland, WI 53029

Details: Join Heritage Lake Country for food, cocktails and live entertainment on the patio.

Heritage Middleton - Cards and Bingo
Wednesday, June 21 from 12 p.m. to 2 p.m. (Cards all-day in the pub)
6234 Maywood Ave.
Middleton, WI 53562

Details: Heritage Middleton is joining the fight against Alzheimer's by doing something their residents love: bingo and card games! All proceeds will be donated to the Alzheimer's Association.

Heritage Monona - Zoo to You

Wednesday, June 21 from 10 a.m. to 11:30 a.m.

111 Owen Road

Monona, WI 53716

Details: Heritage Monona will "go wild" when they welcome live animals from the Henry Vilas Zoo. Topics will include animal classification, natural history, and behaviors.

Heritage West Allis - Fun & Frolic by the Fountain

Wednesday, June 21 at 6 p.m.

7901 W. National Ave.

West Allis, WI 53214

Details: Fun & Frolic by the Fountain will include entertainment, food fundraiser and a plant sale to raise money for the Alzheimer's Association.

CONTACT:

For additional information or if you are interested in attending one of the events, please contact Weston Banker, Reputation Partners, at 414.376.2893 or weston@reputationpartners.com.

About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 by Milo Pinkerton, to provide residents with the highest quality of care possible, while at the same time promoting independence and maintaining dignity. Heritage Senior Living operates 14 senior living communities throughout Wisconsin that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life's journey from the comfort and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

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