

Utilizing the Power and Influence  
of the African American Pulpit

THE BALM  
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INC.



# MEMORY SUNDAY

## June 9, 2019

### WHAT IS MEMORY SUNDAY?

MEMORY SUNDAY, the **SECOND SUNDAY IN JUNE**, is a designated Sunday, within congregations serving African Americans, that provides education on Alzheimer's: prevention, treatment, research studies and caregiving.

### PURPOSE

The purpose of **MEMORY SUNDAY** is to bring national and local attention to the tremendous burden that Alzheimer's and other Dementias are having on the African American community; to utilize the power and influence of the African American pulpit to bring awareness; to distribute the facts about Alzheimer's; to encourage participation in research studies and to support persons living with Alzheimer's and their caregivers.



**The Book  
Of Alzheimer's**  
For African American Congregations

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#balmingilead/memorysunday [www.balmingilead.org/memorysunday](http://www.balmingilead.org/memorysunday)

**To learn how you or your church can participate, please contact Binta Barry of the Alzheimer's Association, MA/NH at [BBarry@alz.org](mailto:BBarry@alz.org), or (617) 393-2076; or Pam Macleod of the Massachusetts Executive Office of Elder Affairs at [Pam.MacLeod@state.ma.us](mailto:Pam.MacLeod@state.ma.us), or (617) 222-7435.**