

The Alzheimer's Workplace Alliance (AWA) is a group of nearly 2,000 leading companies and organizations that have stepped up as leaders in the fight against Alzheimer's disease. As AWA Corporate Champions, they support their employees, customers, members and other stakeholders with resources, tools and information on Alzheimer's disease, the nation's sixth-leading cause of death. This Alliance, made possible by the Alzheimer's Association, aims to raise awareness of the disease and importance of early detection while providing help to those who are balancing work and caregiving responsibilities.

Why become an AWA Corporate Champion?

- **Support employees caring for a person with Alzheimer's disease.**

Many Alzheimer's caregivers are also holding full- or part-time jobs. The toll of caregiving on these individuals also impacts the workplace (see below for supporting facts). The Alzheimer's Association offers information, resources and support to help your employees face the challenges of caregiving and manage the effects it may have on your organization.

- **Establish your organization as one that values employee wellness, work-life balance and social responsibility.**

Striking a balance between work and personal life is difficult for many employees. For those facing the demands of caring for a person with Alzheimer's, the need for work-life balance is even greater and often not recognized. As an AWA Corporate Champion, you can demonstrate that you are committed to raising awareness of the disease and the importance of early detection while supporting those facing the challenges of caregiving today. .

- **Enhance your overall wellness program.**

Receive access to the AWA Corporate Champion toolkit, which includes co-branded educational materials and a monthly e-newsletter highlighting caregiver tips and resources, the latest Alzheimer's research, opportunities for raising awareness of Alzheimer's disease and the importance of early detection, ways to get involved in the cause and more. You'll also have access to complimentary Alzheimer's Association resources and services that you can share with your employees, customers, members and other stakeholders, including our 24/7 Helpline, chapters in communities nationwide, and our website [alz.org](https://www.alz.org) and its comprehensive offering of information, online tools and educational resources. All of which, can supplement your overall wellness program and increase feelings of support and appreciation among your employees, as your organization takes action against one of the nation's largest public health threats.

- **Align your brand with the world's leading voluntary health organization in Alzheimer's care, support and research.**

AWA Corporate Champions receive logo recognition on the AWA Web page. In addition, you'll be able to leverage the Association brand by using the AWA logo on your website or intranet, in internal or external publications, and anywhere else you distribute resources offered through AWA.