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The SanDisk "Take Action Against Alzheimer's" poster
SanDisk

SanDisk Goes Purple in the Fight Against Alzheimer's

With the 2GB Ultra II SD Memory Card and Cruzer Micro USB Flash Drive

The Alzheimer's Disease (also known as A.D or simply Alzheimer's) is one of the worst debilitating conditions that very seriously affect the elderly population, leading to such symptoms as memory loss or dementia. Although there's no cure for it, at least for the time being, quite a lot of associations are actively involved in raising funds for the research aimed at ultimately finding some sort of solution to this increasingly serious issue, including here the Alzheimer's Association, which has received an unexpected helping hand from none other than...memory manufacturer SanDisk. Thus, for every specially branded SanDisk Ultra II SD card or Cruzer Micro USB flash drive purchased by August 31, 2008, or while supplies last, SanDisk will contribute \$1 to the Alzheimer's Association up to a maximum contribution of \$1 million. Moreover, should the Association reach the goal of \$1 million, the Harrah's Foundation will match it dollar for dollar, thus making the user's contribution in the fight against Alzheimer's even more important. As some of you might know, Alzheimer's is a progressive disease that kills brain cells, ultimately destroying both mental and physical functions. It is not a normal part of the aging process and there is no known cause or cure. Although most prevalent after age 65, the disease can strike people as young as age 30. And since the disease affects memory, it was only natural for a memory products' manufacturer to help the fight against it. "SanDisk as a company is dedicated to preserving digital memories, so it's appropriate for us to do what we can to help stop a disease that attacks human memory," said Greg Rhine, senior vice president and general manager of the Consumer Products Division at SanDisk. "Alzheimer's is a terrible disease - it is the seventh leading cause of death in the United States and, according to surveys, nearly half of all Americans know someone who has Alzheimer's. We are pleased to support the important work of The Alzheimer's Association." "However, the disease affects a lot more people than the person who suffers from it. Thus, Alzheimer's also puts huge emotional and financial burdens on family members of those suffering from the disease, because around-the-clock care is almost always required in later stages. However, SanDisk's initiative might help with these issues, at least to some extent. "Our new alliance with SanDisk, a well-known name in the field of consumer electronics, will help increase awareness of Alzheimer's," said Angela Geiger, vice president at the Alzheimer's Association. "In addition, SanDisk will be raising much-needed funds for our education, care and support, and research programs." "We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .