



## MEMORY SUNDAY

The Massachusetts Alzheimer's Disease Research Center (MADRC) leads Memory Sunday New England, a faith-based collaboration made up of leaders at the local, city and state levels.

Memory Sunday is an event held annually on the second Sunday in June. The purpose of Memory Sunday is to raise awareness about memory loss, Alzheimer's disease and related dementias, in the African American/Black community.

As part of Memory Sunday, faith communities incorporate education about the prevalence of Alzheimer's disease in the African American/Black population into religious services and related programs. This includes discussion about ways to reduce the risk of developing Alzheimer's, support available for caregivers of those with the disease, as well as raising awareness about the importance of research and participation in research studies.

Having research participants who are diverse in race, gender, ethnicity, age and identity is critical to finding treatments that work for everyone. African American/Black people have a higher risk of Alzheimer's disease, but are underrepresented in clinical research trials.

MADRC has proudly hosted Memory Sunday New England since 2018, working with dozens of religious communities from within Massachusetts and surrounding states.

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**To learn more about Memory Sunday, visit: [MADRC.org](https://www.madrc.org)  
Email: [ncoppelman@bwh.harvard.edu](mailto:ncoppelman@bwh.harvard.edu)**



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