



**CaringKind presents Caring to Remember event in honor of
World Alzheimer's Day**

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One Vanderbilt - Manhattan, NY

Manhattan, NY The leading expert in Alzheimer's and dementia, CaringKind, presented "Caring to Remember," in honor of World Alzheimer's Day on September 21, 2023. In a first of its kind event, the nonprofit partnered with the Alzheimer's Association and US Against Alzheimer's for this important initiative. As part of the event, nine prominent New York City buildings were lit purple in honor of those affected by Alzheimer's. The event took place on Wednesday, September 20, 2023, at 5:30pm at the Tribeca 360, 10 Desbrosses St.

Caring to Remember was founded in 2015 by Heidi Lohrfink Nigg; Geraldine Szabo of GKS Industries; and Andrea Tallent the VP of Strategic Alliances at CaringKind to bring leaders from the city's commercial real estate and construction industries together in the fight to end Alzheimer's disease.

As part of the event, nine prominent New York City buildings were lit up purple in honor of those affected by Alzheimer's including: The Helmsley Building, One Vanderbilt, One World Trade Center, 151 W 42nd St., One Bryant Park, Sven in LIC, 1250 Broadway, Oculus and Brookfield Place. The funds raised at Caring to Remember will support Alzheimer's and dementia caregiving, research and advocacy. The sponsors for the event were The Durst Organization, Alliance, WellStat, RXR, VDA, IUOE Union Local 94, Keystone Capital, SL Green, Standard Fire Protection and TEI.

Meghann Gill, a member of the Executive Committee at Caring to Remember and senior vice president of operations at SL Green, has been a steadfast supporter of Caring to Remember since its inception. She draws inspiration from the men and women who tirelessly advocate for the Alzheimer's community:

"Caring to Remember makes me feel hopeful," said Gill. "Hopeful that one day Alzheimer's disease and dementia can be treated, or better yet, eradicated from our lives. Caring to Remember also makes me feel so grateful to those in the real estate industry who are helping raise money, not only for research, but also for caregiving and for advocacy."

Gill said "Caring to Remember reminds me that I can do something to try to protect my future and the future of my friends and family. Please join our community – you are not alone and together we can make a difference."

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