



AMP OUT ALZ IS A LIVE, ROCK 'N ROLL CONCERT OF CLASSIC ROCK MUSIC; ALL PROCEEDS BENEFIT ALZHEIMER'S ARKANSAS.

Amp was co-founded in 2012 by Stephenie A. Cooke, in memory of her grandmother, Virginia "Ninnie" Steinbeck, and David Rainwater, leader of the classic rock cover band ROXX, which has performed at all but two Amp Out Alz events.

HERE IS STEPHENIE'S STORY – IN HER OWN WORDS – ABOUT NINNIE, DEMENTIA AND AMP OUT ALZ:

"This idea was manifested by a desire to honor my 94-year-old grandmother, Virginia 'Ninnie' Steinbeck, during the spring of 2012. She struggled with remembering who we were, where she was, why she couldn't get her brain to work, why the words she wanted to express just wouldn't come out, thinking she was going somewhere so she'd packed up everything, and she got frustrated when we couldn't tell her why. Then, Ninnie passed away in May 2012.

I asked David one day if his band might consider playing for a party. Maybe we could have a few friends gather some place locally and raise some money. Well, a few text messages were sent out, calls were made, questions were asked and leg-work began. Amp Out Alz was born!

March 2012 was our fundraiser, and we raised more than \$10,000 to benefit Alzheimer's Arkansas! We didn't expect the wonderful out-pouring of support and were quite proud with this being our first go at it!

Dementia is a difficult situation to live around. I cannot, nor do I want to, imagine how it is to be present in a body where the mental agility is in decline. It's heartbreaking. How can we question or complain without trying to do something about it? So, we do this in honor or memory of those special to us, and we hope those who join us do too."



ABOUT ALZHEIMER'S ARKANSAS

Alzheimer's Arkansas, an independent nonprofit organization headquartered in Little Rock, envisions a world where the caregivers of those affected by Alzheimer's disease, other forms of dementia and chronic illness have the services and supports they need. Our work is centered on the caregivers and is carried out right here in Arkansas. The funds we raise underwrite the free services and programs we provide to Arkansas family caregivers, such as:

- Organized support groups that meet regularly in communities around the state
- Family-education workshops and seminars
- In-service training for professional caregivers
- Financial assistance to caregiving families for respite care, home care supplies and home modifications

All proceeds from Amp Out Alz help Alzheimer's Arkansas provide free programming, resources, financial assistance and respite activities to family caregivers of those living with Alzheimer's, another form of dementia or chronic illness. Why does this matter? Because in 2022, there were more than 154,000 unpaid Alzheimer's caregivers providing 268 million hours of care in Arkansas with more than 72% reporting chronic health conditions themselves. (Source: 2023 Alzheimer's Disease Facts and Figures Report)

40TH ANNIVERSARY



Alzheimer's
Arkansas

A Community for Caregivers
Since 1984

