



Keith Sims – Former Miami Dolphins #69

## *Keith Sims*

When I started hearing, reading and seeing (on HBO Real Sports) the recent stories on our retired NFL players suffering from Dementia and early Alzheimer's disease, I wanted to help.

That's why I have teamed up with the Alzheimer's Family Center in Margate to raise money for the work this Center does in our community. This organization helps families struggling with these devastating diseases.

As President of the Dolphins Alumni Organization, I have strong concerns for this issue of players developing forms of memory loss stemming from what is believed to have been severe concussions or hard blows to the head. This is a topic that I feel needs to be addressed now and a plan of action developed. To that purpose; I am partnering with the Alzheimer's Family Center, in a new program entitled "Hard Knocks"; designed to reduce the number of sports related head injuries through awareness, education, prevention and treatment.

*Keith Sims, Miami Dolphins 1990-97*

Alzheimer's Family Center has been a vital and strong asset to the Broward County community for over twenty-two years; they have worked earnestly on behalf of our elderly population, their caregivers and families.

The Alzheimer's Family Center is dedicated "to improving the lives of families affected by the Alzheimer's Disease and other memory disorders". There is no known cause of the disease and no cure is available. It is an illness that cannot be reversed or altered, loved ones can only watch in a state of hopelessness and despair as the quality of life is drained from a parent, spouse or elder family member. Caregivers suppress feelings of rage as well as confusion, they simply don't know where to turn, what to do....or how to cope.

At AFC they aid the caregiver. The Center understands the requirements of this age group; they know the effects of aging, the limitations of their ability to function without proper assistance and support.

We look to the community for support. Please join hands with us to ease the suffering of these families. We can't do it without you. We implore you to help. Your support, in any amount, or your volunteer efforts, will go a long way in enabling us to *make a difference in the lives of others.*

Alzheimer Family Center  
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*Thank You for Your Support*