

Edward Jones and the Alzheimer's Association® Receive Halo Award for Corporate Social Responsibility and Cause Marketing

Financial services firm Edward Jones and the Alzheimer's Association have received a North American award for their strategic alliance formed just two years ago. The pair received a Gold Halo Award in the Best Health Initiative category at the Engage for Good Conference on May 24 in Chicago. The Halo Awards are North America's highest honor for corporate social initiatives and cause marketing and showcase successful consumer and employee engagement efforts.

"We are extremely grateful and honored to share this prestigious award with the Alzheimer's Association," said John Beuerlein, the principal who leads the Edward Jones Older Adult Council. "We're proud that Edward Jones has a culture of caring that empowers and supports all of us to work together to make a difference in the communities where we live and work. The Halo Awards recognition demonstrates the power of that culture."

The Halo Award is the second feat for Edward Jones and the Alzheimer's Association in recent weeks. The duo joined forces to set a new GUINNESS WORLD RECORDS(TM) title for forming the largest human image of a brain. The record was set on April 28 when 1,202 people gathered in centerfield at Busch Stadium (Home of the St. Louis Cardinals) to form a multi-colored brain image. The different colors represented the different lobes in the brain.

Edward Jones, a Fortune 500 company headquartered in St. Louis, provides financial services in the U.S. and, through its affiliate, in Canada. Every aspect of the firm's business, from the investments its financial advisors offer to the location of its branch offices, caters to individual investors. The firm's 16,000-plus financial advisors serve more than 7 million clients and care for \$1 trillion in assets under management. Visit the firm's website at www.edwardjones.com and its recruiting website at www.careers.edwardjones.com. Member SIPC.

The Alzheimer's Association is the leading voluntary health organization in Alzheimer's care, support and research. It is the largest nonprofit funder of Alzheimer's research. The Association's mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Its vision is a world without Alzheimer's. Visit www.alz.org or call 800-272-3900.