

TEAL TIMES

A Publication of the Alzheimer's Foundation of America

Vol. 9, No. 1



Annual AFA Golf Classic Raises a Winning \$310K



A SPECIAL **THANK YOU** FROM OUR PRESIDENT & CEO **CHARLES J. FUSCHILLO, JR.**



I always look forward to reading *Teal Times* because the stories of why people choose to support AFA are so moving. I'm impressed by the creative ways they find to raise money. Most have been touched personally by Alzheimer's and dementia and all share a passion to help others experiencing this challenging journey.

- Voodoo Doughnuts created a limited edition "All That Razz" doughnut with a portion of all sales from 18 participating stores going to AFA.

- GCG Media Services is providing awareness of AFA services in New York City's Times Square.
- Singer/songwriter Michelle Canning, a Massachusetts native, performed her 13th annual benefit concert.
- Two granddaughters in Menlo Park, California, created a fundraising business using wine bottles.
- ElJay Pretzels, in South Carolina, created a pretzel chip in honor of a special care partner.
- An Emory Law school student used a couch-to-marathon training guide to run the Publix Atlanta Marathon.
- A Brownsburg, Indiana, ballroom dance studio held a "Dancing with Our Stars" competition.

The list goes on. We are grateful that so many of you have faith in our determination to fund research to find a cure and to provide a myriad of services and education for caregivers and individuals living with dementia.

If you are interested in creating a fundraiser of your own, we'd be happy to help. Find information at apps.alzfdn.org/afa-fundraising or reach out to development@alzfdn.org, 866-232-8484. If you are on Long Island, in New York, you can also join us September 28 at our Walk in the Park 2024, in Eisenhower Park, by visiting alzfdn.org/walk.

Thank you to all who have supported us during our more than two decades of providing services and research. We ask for your continued support by making a gift at alzfdn.org/donate or using the enclosed envelope.

With deep appreciation,

Chuck

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Eisai pharmaceutical friends trying out “All That Razz” at Voodoo Doughnut in Denver’s Colfax Avenue location: Amanda Bartelme, executive director of policy; Teresa Cronin, vice president of corporate communications and patient advocacy; and Rebecca Moran, director, corporate advocacy.

Voodoo’s Limited Edition “All That Razz” Doughnut Benefits AFA

Customers of Voodoo Doughnuts might look at the latest offering and enjoy the pretty blue frosting, unaware that this sweet treat has a higher purpose. It was created as a fundraiser for AFA.

Chris Schultz, Voodoo Doughnut’s chief executive officer, says the blue topping was a tribute to AFA’s color, which is teal. Inside is a sweet and slightly tart raspberry filling. The result is the limited edition “All That Razz,” with a portion of its sales from the 18 participating stores going to AFA.

“It’s not just altruistic, it’s a little selfish,” Schultz says, adding that it’s a way to help the company’s 500 employees experience giving back if they are unable to do so otherwise. Managers were given a crash course in the ways AFA is working for education, research and caregiver support, and they informed their teams so members can speak knowledgeably to customers.

“I have personal experience with the disease and many people in our organization are exposed to it either

directly or indirectly. It resonates with our customers as well as our team. We’re proud to be a small part of all the good work the Alzheimer’s Foundation is doing. We hope to be long-term partners.”

Schultz expects the sales will be “north of \$12,000” for AFA as part of the company’s quarterly give back campaign for which employees can suggest nonprofits they would like to support. Customers appreciate the opportunity to contribute through their purchase, he says. A fundraiser in 2021 raised \$1,600 and one in 2022 raised \$6,000.

The Portland, OR-based company, established in 2003, has 22 stores around the country offering more than 50 artisan flavors, including 25 vegan options.

Asked if the unusual spelling in his company’s name is British, Schultz says it’s the original way to spell the word that got shortened over time to donut in America. He’s going to stick with the traditional way.

“You need dough to make doughnuts.”



Piano Recital Honors Mom, Grandfather, Raising More Than \$1,000

Seulki Susie Yoo was living in Pennsylvania three years ago when she received a call from her family in South Korea telling her that her 61-year-old mother had been diagnosed with Alzheimer's.

"For the last three years my mom's condition is all I can think about," she says. "My mom lives in South Korea, where I'm from. I've been living in the United States for seven or eight years. I feel guilty in some ways for not helping my mother closely. I wanted to do something."

After her mother was diagnosed, she began to meet more and more people who shared with her their stories of family or friends who had also



The family at Seoul Grand Park, a theme park in Gwacheon in South Korea, about 2001: Yoo's mom, Kyungsun Yim; sister, Hansol; brother, Byoungheon; Seulki Susie, and dad, Taeksang.

experienced the pain of having a loved one with a memory loss condition.

"I realized, 'Oh, wow, so many people are suffering with Alzheimer's. Maybe I should hold a recital to create more awareness.' People do know about Alzheimer's, but they don't talk about it. I wanted to use the event to raise

awareness and funds for the Alzheimer's Foundation of America for all it does."

This wasn't Yoo's first personal experience with the condition. Her maternal grandfather died from Alzheimer's when she was in middle school. She said she rarely saw him because he was in a nursing home.

Her younger brother was living with their mother at the time of her diagnosis and

continues to do so. Her father, who lived in China, made the difficult decision to sell his business there and returned to Korea to help care for his wife. Yoo, who will begin working as a lecturer for Penn State University in August 2024, holds music degrees from Korea University of the Arts, the Peabody Conservatory, and earned a doctorate in musical arts in piano performance from Penn State University.

Although Yoo couldn't be directly involved in the day-to-day care of her mother, she found a way to help by holding a benefit recital for AFA in April at the Unitarian Universalist Fellowship of Centre County in State College, PA. About 200 people filled

the fellowship, surprising Yoo. "Bringing Light Through Music," études by Frederic Chopin, raised over \$1,000 for the cause.



Kyungsun Yim, before her diagnosis, visiting Baltimore.

Photos courtesy of Seulki Susie Yoo



GCG Media Service Brings AFA Awareness to Times Square

Matt Knee has “seen how debilitating Alzheimer’s can be and the toll it takes on caregivers and families.” That’s why as president of GCG Media Services, he has produced several awareness campaigns for AFA, the latest of which towers over Times Square in Midtown Manhattan for the millions of people who pass through this crossroad of the world to see.

“It is important to help when and where you can in life,” he says, adding that his involvement with AFA began after he met president and CEO Charles J. Fuschillo, Jr. in early 2014, and was inspired by AFA’s mission.

The most recent AFA media initiative at 9 Times Square went live in April and played about 27,000 times that month. The in-kind value of this campaign was \$137,000. It continues running as long as the media space is available. This caps a decade of support.

“At that time my company had just completed building our first of eight digital screens in Times Square. In the beginning, as media sales were ramping up, we gave AFA a lot of airtime. As new locations came online, AFA grew with us and by 2015 was on eight locations in Times Square.

“In those first few years, I was more of a media consultant, trying to get the word out about AFA in as many markets as we could. When AFA’s Professional Leadership Council was established, I was asked to join, participating in other facets of the organization with my primary focus still being media opportunities.”

GCG Media Services oversees all aspects of digital and static signage projects, choosing the engineering, manufacturing and installation firms and supervising the on-site crews, content management systems and media/brands partnerships.

Another campaign for AFA was in bus shelters and newsstands throughout Manhattan in November. Knee’s firm had bought \$125,000 of airtime for another client who was unable to use the space. Since his company had no way of getting a refund, they donated the space to AFA.

“If one person sees a message that prompts them to reach out for help or to get involved, that is a positive outcome and validation for the need to keep promoting the message and programs in as many places as possible.”



Charlotte and Alexandra Weber loved when their grandmother, Oma, visited them in Menlo Park, CA, from her home in Germany. Their excitement gave way to confusion, though, when one Christmas Oma began mixing up their names and misplacing things. Their mother, Anh, needed a way to explain what was happening to Oma, who had developed Alzheimer's.

She told them to think of a bottle. Its contents may change but the bottle stays the same, assuring them Oma would still be Oma. Little did she know that that example would inspire her daughters to create a fundraising business aimed at raising money for Alzheimer's research — using wine bottles.

"The bottle doesn't go away," said Charlotte, now 16. "We built on that."

What they built five years ago was "Once Upon a Bottle," an annual fundraising event for AFA in which they turn wine bottles into gifts for anyone who donates \$50 or more.

Their mom, Anh Weber, uses a machine to cut a hole in the side of the bottle and the girls take it from there. This past Christmas they planted succulents in the

Granddaughters' Fundraising Business in Oma's Honor Raises \$2,700

Turning Used Wine Bottles into Gifts of Hope



Sisters Charlotte and Alexandra with mom Anh Weber and grandmother Oma

bottles, and the year before they filled them with wax for candles. They raised close to \$2,700 last year.

And as for all those wine bottles, Charlotte assures that they don't throw lots of parties to get them. Friends of her parents save them for the girls all year, and sometimes when the family goes out to eat, they ask if the restaurant has any wine bottles to donate.

A couple of years ago, Charlotte began etching the bottles with the year and an inspirational word like "Hope," so they can be a keepsake. The sisters researched what kinds of plants would survive and chose succulents because of their resilience. The plants reminded them of Oma, now in the late stages of Alzheimer's, who broke her hip in 2022 but rallied and now gets around her nursing home with a walker.

Alexandra, 12, says she and her sister are motivated because of their experience: "We missed out on a relationship with our grandmother. By raising money, we hope other people our age can have a relationship with their grandmother that we never got to have."

Photos courtesy of Anh Weber

Michelle Canning Band 13th Benefit Concert Raises Lucky \$13K+

Singer/songwriter Michelle Canning's grandpa went to every ballet recital, school play and anything else she was involved in. "We used to have a deal when we went out for dinner. I always wanted him to help me draw a castle on the kids' menu. He'd say, 'You draw the princess, and I'll draw the horse.'"

He always did, until he couldn't anymore. Ken Canning, Sr., died at 82 in 2005 after living with Alzheimer's.

"I was very young when he passed, so I don't really remember exactly when he was diagnosed. I do remember his memory fading and his demeanor changing. But he always remembered he loved me, even when he didn't know who I was."

The love they shared has inspired Canning to perform 13 benefit concerts for AFA over the years. The most recent, in March, raised more than \$13,000. Together these concerts have brought in more than \$80,000.

"I think the biggest thing that was lacking for our family is that we didn't know where to turn for help. We had never experienced this before. I remember my parents telling me that Grandpa had a disease called Alzheimer's that affected his memory. They did a good job explaining it to me so that I would understand when things that seemed out of place happened. But they didn't have all the resources they needed. They were learning as they went. Every time someone tells me that a loved one is going through Alzheimer's or dementia, I direct them to AFA. It is such a valuable resource."

Canning, a North Andover, MA, native, performs her "A Night on the Edge!" concerts in Chelmsford, MA, although she lives now in Nashville where, in addition to writing and performing Americana, bluegrass, country, folk and gospel/inspirational music with her Michelle Canning Band, she is the tour operations supervisor at the Grand Ole Opry.

"I am not a doctor or a scientist or a health care worker. I can't find a cure or make life easier for patients and caregivers. But there are people out there who can, and for them to do their jobs, they need the proper funding. With music, I can bring people together to help raise funds for Alzheimer's research and care. The ability to play music has been a wonderful blessing in my life, and if I can use it to help others, if my music can be a blessing to someone else's life, I want to do that."

If you are interested in learning more, please check out www.MichelleCanning.net or follow Canning @mcanningmusic on social media platforms.

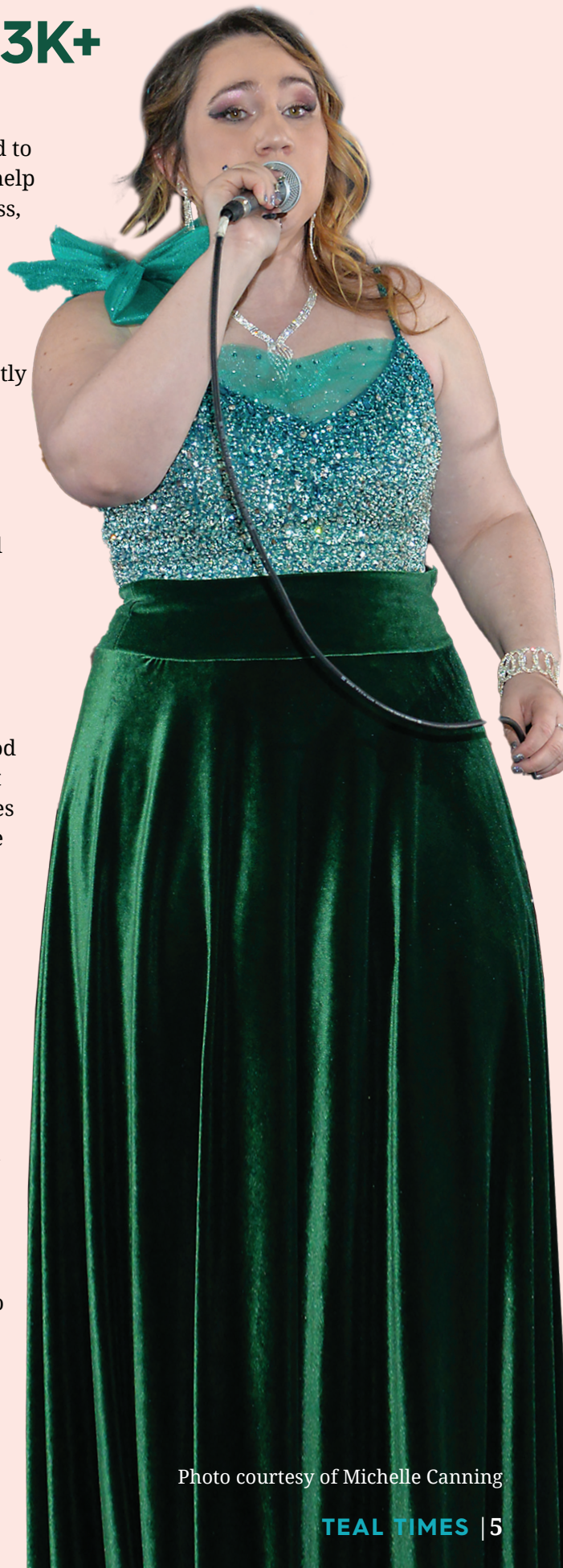


Photo courtesy of Michelle Canning



Dancing with Our Stars dancers, choreographers and judges

Dancing with Our Stars: Brownsburg, IN, Ballroom Dance Studio Raises \$2,300

Six students chose partners for a “Dance Family” themed contest. The partners were then required to learn a routine, designed by staff choreographers, in just five lessons. Unlike similar events at the Indiana hall, this one had an additional winner.

“We already put on several dance showcases a year,” said owner Kim Chastain. “We love to choreograph fun and creative numbers, so we thought this would be the most entertaining way to raise money for AFA. This is our second year hosting this event. The first year, we fundraised \$675. This year, with a little experience under our belt, we were able to do a bigger and better event and raised over \$2,300.”

Teams were required to learn a routine designed by one of three choreographers. Those six teams then competed against each other at the fundraiser. Awards included “Best Performer,” “Judges’ Pick,” “People’s Choice” and “Biggest Heart,” the team that earned the most money for AFA. Four experienced ballroom dance judges volunteered their time.

The teams gathered silent auction items for guests to bid on with 100 percent of the proceeds going to AFA. Guests also voted for their favorite teams — each vote was a dollar.

The silent auction items collected by students were donated by the students themselves and by local businesses. Popular items included art, whiskey baskets, sporting events and restaurant dinners.



Team Norma Lees, Tony Fey and Stephanie Beck

One team, The Norma Lees, was an uncle and niece who dedicated their dance to their mom and grandmother who both lived with Alzheimer’s. They had about 20 family members who drove from far and wide to support them.

“We chose AFA because of the unique correlation between ballroom dance and the benefit it has to deter Alzheimer’s and dementia,” Chastain says. “It’s a cause near to our hearts as many of our student body have had loved ones who died of Alzheimer’s. We have seen the transformative power

of someone with Alzheimer’s walking in the studio confused and not recalling their family members’ names and then becoming completely lucid and talking about details of their childhood when they were dancing to music.”

Louis J. and June E. Kay Foundation Grant Helps “Bridge the Gap” Through Art, Research



As a Stephen Sondheim lyric says, “The art of making art is putting it together.” AFA community members learned that last fall during their six-week program “Beyond the Horizon.” Teaching artist Naomi Rabinowitz led five, 90-minute mixed media sessions where participants worked with acrylic paint and glass pieces to create works that were then displayed at a gallery show in the final meeting at AFA. Many participants brought friends and family to view their efforts. The program was funded by the Louis J. and June E. Kay Foundation.

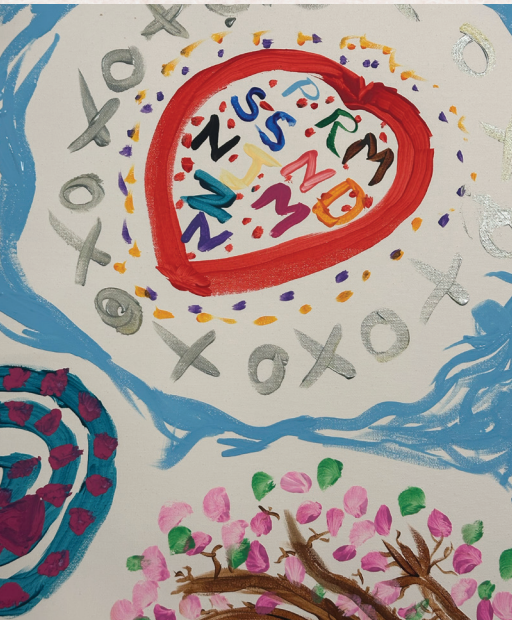
“With the artist-in-residency program, we had an opportunity for our community members to consistently meet and interact with the same group to build strong relationships and social interactions,” said Jackie Gatto, M.S., R-DMT, CDP, AFA therapeutic programming manager. “Art is a way to reach people, to bridge the gap.

“The arts allow people living with cognitive change to see there’s no stopping them. Just because you’re living with a condition that affects your daily life doesn’t mean you can’t create something wonderful, learn something new and feel validated.

“People surprised themselves. They started with one thing and as the weeks went on, they saw it blossom. It gave them better self-esteem. Maybe they didn’t dabble in art before. This was an opportunity to try something new.”

The residence program provided the consistency to form friendships, too.

The Louis J. and June E. Kay Foundation grant for \$80,000 also funded three additional artist-in-residency programs as well as supported AFA’s ongoing research for better treatments and a cure for Alzheimer’s, for which we are grateful.



AFA’s Jackie Gatto, M.S., therapeutic programming manager, with a “Beyond the Horizon” participant

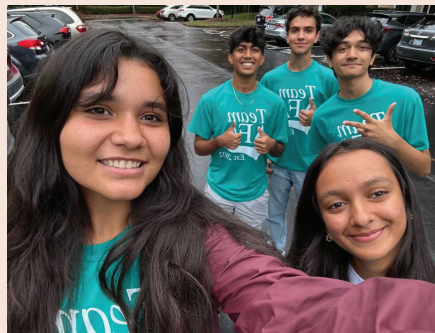


AFA Teens Chapter: Minds Matter Initiative

Teens with seniors at Glenaire, a life plan community in Cary, NC

When Josh Asada's mother began working in assisted living facilities in North Carolina, she enjoyed sharing stories about the residents. It seemed to Josh that with each uplifting story came one of dismay, such as staff losing their patience with the residents, or the residents feeling lonely from a lack of visitors.

"I come from an East Asian culture where the elderly are treated with the utmost respect, so hearing these stories was both a cultural shock and heartbreak," said Josh, a rising senior at Triangle Math and Science High School in Cary, NC. "I gradually became increasingly interested in working with these assisted living facilities and making sure the residents are cared for." Josh found a way to do this through AFA Teens. His classmate, Arjun Bhonsle, founded the chapter at their school and serves as president of the group, known as Minds Matter Initiative (MMI).



"When I started this nonprofit, Kevin [Gencel], Josh and I wanted to emphasize providing care and developing relationships for those with Alzheimer's; we simply went by AFA Teens," he says. "After a trip to our first assisted living facility, assessing how we felt and receiving an email from the volunteer coordinator expressing gratitude on behalf of the residents, a name came to us almost instantly. By choosing Minds Matter Initiative (MMI) we hope to emphasize the message that people with Alzheimer's are cared for and deserve more than what is often given to them."

MMI students volunteer at senior care facilities, interacting with memory care patients by playing Bingo or Scrabble and participating in other fun activities. They are also engaged in community events like youth seminars in libraries and local walks. Since forming in December 2022, they have expanded to 16 schools in the country and are in the process of expanding to California, Virginia, Florida and New Jersey. They have more than 100 members and plan to increase that number this year.

"Eventually, people started to reach out to us to learn how they could become involved, which was a huge accomplishment for us," Arjun says.

Arjun's chapter includes, in addition to Josh and Kevin, Sina Dehghani, Meryem Sena Golbasi and Vijaya Varadarajan.

Meryem shared a story about one of her visits with Dana, whom she met in a memory care unit. Dana had dementia and didn't talk much, but they enjoyed each other's presence.

"The first day we met, she picked out a deep-sea puzzle that had dolphins, fish and sea turtles, and we solved it together," she says. "Although she wasn't too keen on helping me, she did clap when I figured out the parts of the puzzle with fish. Through Dana, I found a new way to become friends with someone with minimal verbal communication. She made me aware of paying attention to details and taking our time together a little slower."

For information on forming an AFA Teens chapter, reach out to info@alzfdn.org or visit the AFA website, alzfdn.org, and click on the "Young Leadership Programs" tab.



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Nealy 40 Eisai Employees Volunteer to Read Scholarship Essays

When a request went out to Eisai employees asking for volunteers to read essays submitted for AFA's Teen Alzheimer's Awareness Scholarship contest, Holly Rosenthal, senior director of patient marketing, was quick to raise her hand.

"I wanted to hear what young people had to say, to have the opportunity to learn from them and their stories."

For Rosenthal, who read 22 essays, the experience had a personal element.



Holly Rosenthal's beloved grandmother, Shirlee Overbeke

"I lost my grandma to Alzheimer's, and it took a long time to be diagnosed even though all the signs were there. My sister and I helped to care for her and get everything in order."

The experience left her hopeful.

"The future is bright," she said. "The

writing was excellent and the stories were poignant. These young people are looking to commemorate their grandparents in stories and a lot are pursuing careers in the medical fields. We desperately need them."

Eisai, a global research-based pharmaceutical company, is a corporate advocacy partner of AFA. The Teen Alzheimer's Awareness Scholarship provides educational funding to college-bound high school seniors who have been impacted by Alzheimer's disease.



hhc
human health care

As part of Eisai's human health care (hhc) mission, employees are expected to spend 1 percent of their total business hours (2.5 days per year) interacting with patients and care partners to help them empathize with the people they serve and the community. To help achieve this goal, volunteer opportunities are offered both during work hours and outside of work hours. Nearly 40 Eisai employees took part in reading and evaluating the essays.

Rosenthal remembers one that portrayed a girl's commitment.

"She wrote so vividly about the signs she noticed as she was slowly losing her grandmother, who lived with the family, and the impact it had on her life because her grandmother helped raise her.

"It was the first time I've had the opportunity to listen and learn from young people and see it through their eyes. It was illuminating for me."

For more information about AFA's Teen Alzheimer's Awareness Scholarship, visit the AFA website, alzfdn.org, and click on the "Young Leadership Programs" tab.

VON Pretzel Chips Developed in Honor of Special Caregiver

If Caryl Browner's husband, Bob, hadn't had a burning desire to recreate the soft pretzels he grew up with in Dayton, Ohio, she might still be a corporate trainer instead of the owner of a successful pretzel company in South Carolina.

In 2011, Bob had been experimenting in their home kitchen and taking the results to neighborhood parties where people told the couple they should start selling the pretzels. Browner took that as a challenge and formed an LLC. "It started in our church kitchen in Cary, NC," she says. "It was more of a hobby at that point as we were both working our careers."

The couple and Browner's mother, Eppie, who had dementia, moved to South Carolina in 2015. They found a new house of worship that opened its kitchen to them. They gave it a try. Browner began working full-time on the pretzel business and her husband, Bob, took a job that gave them benefits.

"I would go into the kitchen in the morning, bake and then take the fresh pretzels and knock on doors of the many restaurants in our local community."

To do this the couple needed care and companionship for Eppie.

"We had one particular 'angel', Von, short for Yvonne, who truly watched over her and us. We

always said if we ever created a new product, we would name it after her. Our soft pretzel business started taking off, and we were picked up by several nationally known distributors who delivered them in several southeastern states."



Eppie passed away in 2019, then in 2020 Covid hit. The couple didn't know how their business would survive, but they continued to go into the kitchen and bake, clean, pray and improve processes and procedures in the event their business would survive. It was during this time they came up with their newest product, VON Pretzel Chips, which is a shelf-stable product that could be sold in restaurants and stores as a to-go product. This new venture started selling throughout the United States via distributors.



Yvonne with her namesake pretzel chips

"When we started our business our number-one objective was, and still is, to give back. We are excited to be able to donate pretzels, chips and money to several organizations. We selected AFA as a recipient of our donations from VON Pretzel Chips for obvious reasons. Their commitment is to support, educate and encourage the many caregivers who dedicate their time and talents to help those who lose themselves to such an ugly disease." Browner has since donated more than \$900 to AFA.

ElJay Foods (eljaypretzels.com) is a woman-owned business. As the face of the company, Browner wears many hats, including helping in the kitchen when needed. Bob oversees the entire operations of the baking processes. They have a general manager, eight part-time bakers and are continuing to grow.



Couch-to-Marathon Fundraiser Raises \$1,700 for AFA

Most people take up running to lose weight and get in shape. A small number of these people will eventually take on the challenge of a marathon. Michael Reed-Price's story is a bit quirkier. Having never run, he set his sights on the February Publix Atlanta Marathon, driven by a purpose—to raise money for AFA.

“When I first said I was going to run a marathon, people thought I was crazy because I never ran,” says Michael Reed-Price, a third-year student at Emory Law School at the time. “But from there, my friends said they were impressed with my persistence. I think this helped get donations because people thought I was crazy for doing it in the first place.”

Reed-Price persuaded his friends Timmy Gies and Zack Mudd to run with him and turn his quixotic goal into a fundraiser. Because both his grandfathers had died from Alzheimer's, he thought it important to support AFA's mission and set out to train for the 26.2-mile course.

“I found a couch-to-marathon training guide and followed it as closely as I could. About two weeks before my first half marathon, I was hit by a car while riding a Lime scooter around Atlanta. Luckily, I was okay after taking a week off. I also did a Taylor Swift running challenge where I sang her entire *Eras* tour setlist while walking the slow songs and running the fast songs. I ended up running more than 17.5 miles that day because the setlist was so long. The hardest parts of the training were the long runs toward the end, first 14, 16, 18 and then 20 miles.

Luckily, I had someone to run with or scooter by me for each long run, which made them more bearable.”

He started with a goal of \$1,500 and ended up raising more than \$1,700. And, at three hours and 51 minutes, he made his goal of finishing a marathon in under four hours.

“We were pleasantly surprised how many of our friends and family contributed to our fundraiser.

There was nothing better than getting a notification that an old friend made a donation.”

And he found he liked running.

“After the beginning, the challenge was addicting. I was itching to run. Even when it got really difficult, I got a high off of completing each run and crossing it off of my training plan. Knowing that I had friends and family supporting me made me continue.”

After graduating from law school in May and taking the bar exam in July, Reed-Price planned to take a vacation and then move back home to Philadelphia to await his results. It's likely running will be a part of his future.



Michael Reed-Price, Timmy Gies and Zack Mudd

Photos courtesy of Michael Reed-Price



Annual Golf Classic Raises More Than \$310,000

New York's Long Island had been drenched with rain for days preceding the May 7 Golf Classic day-long event—and would be again for the days that followed—but with sunny skies and temperatures in the high 70s, all the elements were right for a great day at the Meadow Brook Club in Jericho, NY, in which more than \$310,000 was raised.

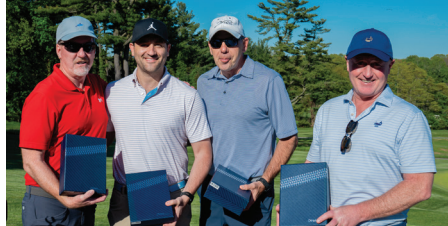
AFA's annual Golf Classic offered an unusual element this year—a cannon at the 12th hole. Encouraged by the

entreaty “launch the golf ball closer to the green and closer to a cure,” nearly all 92 participants happily paid \$20 to fire their golf ball from a powerful air cannon more than 350 yards from the tee to the green.

The evening program included silent auctions, raffle tickets, a BBQ dinner and a special presentation. Eleven-year-old David Thascher, who founded the nonprofit Ducks for Dementia, presented a check for \$1,500. In the past year, he has donated \$3,700 to AFA. David started his foundation in honor of his father, Rex, who was diagnosed with early-onset Alzheimer's when David was just two years old.

Gillis Poll, AFA Chair Bert Brodsky (with air cannon), Mel Ruskin and Bruce Meltzer





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