

**For Immediate Release**

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**“Our Bright Future” Event to Benefit the Alzheimer’s Association**

**SAN DIEGO, CA** – The Alzheimer’s Association San Diego/Imperial Chapter will be throwing a fundraising party on Friday, May 15, 2009 at 6pm at a private Rancho Santa Fe residence. The event, “Our Bright Future,” will be chaired by local community leaders Jim Laslavic and Ed Campbell and the event’s Honorary Chair is San Diego icon, Rolf Benirschke and the Legacy Golf Group.

“We are working diligently to raise awareness about this disease,” explained Bright Future co-chair Ed Campbell. “Every 70 seconds someone develops Alzheimer’s and the Alzheimer’s Association works tirelessly to provide support services to people affected by this incurable disease,” Campbell said. “Now we need to do our part to raise the funds that enable them to help so many.”

The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer’s research and support and is dedicated to finding preventions, treatments, and eventually, a cure for Alzheimer’s disease. The San Diego/Imperial Chapter strives to enhance care and support for those affected by and coping with Alzheimer’s disease by providing a broad range of free programs and services throughout San Diego and Imperial counties. The party’s founding chairs, Darlene and Donald Shiley, are well-known local philanthropists who continue to dedicate their time and resources to the battle against Alzheimer’s.

The benefit will be held at the private home of Host Committee members Lori and Steve Temko in Rancho Santa Fe where a live and silent auction will take place. The event will feature singer/songwriter Tristan Prettyman and a tasting of San Diego’s best restaurants and world class wines.

Individual tickets are available starting at \$250. Group packages and sponsorships are also available. All proceeds raised from the Party will allow the Association to assist people through their 24 hour Helpline and the over 35 support groups throughout the county. For information on tickets and sponsorships, contact Jean Nettleton, Events Manager at (858) 492-4400 x141 or email,

[jean.nettleson@sanalz.org](mailto:jean.nettleson@sanalz.org).

About Alzheimer's Association San Diego/Imperial Chapter:

The Alzheimer's Association San Diego/Imperial Chapter is a nonprofit 501 (c)(3) voluntary health organization whose 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. The Chapter provides free services, including support groups, educational seminars, 24-hour Helpline, a research library, Care Consultations, Safe Return<sup>TM</sup> and Memories in the Making<sup>TM</sup> art program. For more information, visit [www.sanalz.org](http://www.sanalz.org) or call 1-800-272-3900.

About Tristan Prettyman:

Tristan Prettyman was born and raised in Del Mar, California. At 12, she competed in the National Scholastic Surfing Association (NSSA) High School Division and eventually attended Torrey Pines High School. The Moonshine Conspiracy, a production company, run by surf filmmaker Taylor Steele and professional surfer Chris Malloy, asked Prettyman to appear in the film Shelter, where her song, "Anything At All" was chosen to be on the soundtrack. She was later invited to join fellow San Diegan, Jason Mraz, on his national tour and has been played on radio stations, local and national, ever since.

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