

For Immediate Release

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LOCAL SCOTTSDALE BUSINESSES' LEADERS RAISE OVER \$20,000 TO BATTLE ALZHEIMER'S

The Next Challenge Is the 2009 Phoenix Memory Walk, November, 14, 2009

Scottsdale, AZ (November 10, 2009) The very memorable *An Evening to Remember* event organized by four local businesses to raise funds to benefit the Desert Southwest Chapter of the Alzheimer's Association raised over \$20,000. At Home Personal Care, Barton House, FUTURITY FIRST Insurance Group, and Sky Island Wines are all Scottsdale and North Phoenix-based companies that formed the **Leaders United** team to work together on two fundraising events.

Over 200 guests attended the first event, *An Evening to Remember*, which was hosted by the Barton House and offered great food, fabulous wines, scrumptious desserts, and music. In addition, the event included an exciting silent auction with item donations estimated at more than \$10,000 in value. Former Major League Baseball outfielder, Luis Gonzales mingled with the attendees and Barton House residents, donated several items for the Silent Auction, and signed a Commemorative 2001 World Series display for a young man with Down Syndrome who won the item in the silent auction. Other donations featured an original illustration by Bil Keane, the talented cartoonist who created *The Family Circus*, tickets on the 30 yard line for the Cardinals vs. Rams game, an autographed Hank Aaron portrait, autographed Willie Mays portrait, 3 photo signed panel of Pat Tillman, and the Commemorative front cover of the *AZ Republic* featuring the Diamondbacks following their World Series win.

Memory Walk, November 14, 2009

The next major event for the Leaders United team is to raise as much as possible through the upcoming Memory Walk, November 14, 2009. Employees, family, friends, neighbors and supporters will join together to raise even more money to help the Desert Southwest Chapter of the Alzheimer's Association increase awareness and work toward ending the escalation of an epidemic that, unchecked, will cause 16 million people to develop the disease by the year 2050. The Leaders United Memory Walk Team is still open to those who would like to join the walk or sponsor a walker. To sign up for the walk or donate through the team, go to www.athomepersonalcare.net

"We can't thank the Leaders United companies, their employees, family, friends, and countless supporters who made *An Evening to Remember* event so unforgettable raising an incredible amount of money to help us all battle Alzheimer's Disease," said Dan Lawler, Development Director, Alzheimer's Association – Desert Southwest Chapter. "It's important for us to think of Alzheimer's as an the epidemic on the horizon for Baby Boomers and how it will affect the cost

to Medicare of caring for people with the disease as well as the emotional and financial costs of families caring for their loved ones.”

About Desert Southwest Chapter of the Alzheimer’s Association

The Desert Southwest Chapter of the Alzheimer's Association is a 501c3 charitable organization incorporated in the State of Arizona and governed by a local board of directors. Affiliated with the National Alzheimer’s Association based in Chicago, all of this chapter’s work is devoted to providing service and support to Alzheimer’s patients, family members, and caregivers throughout Arizona and Southern Nevada. www.alz.org/dsw/

About Leaders United

This team of local businesses have joined together to help the Alzheimer’s Association achieve its mission 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. For more information on how to give, please check out www.athomepersonalcare.net. **Leaders United** is led by:

At Home Personal Care provides safe, affordable solutions for Seniors and Disabled in the comfort of their home. Trained, Professional Certified Nursing Assistants provide help with all Daily Activities of Living (ADL’s), Alzheimer’s/Dementia Care, hospice support, surgery recovery, companionship and more. (www.athomeprc.com)

Barton House is a dignified private care facility dedicated to individuals with dementia and Alzheimer’s disease. (www.thebartonhouse.com)

FUTURITY FIRST Insurance Group -- *Reinventing the Insurance Business* - is a nationwide, independent insurance organization, specializing in the financial security and retirement needs of middle-income families, business owners and seniors. The North Phoenix branch of FUTURITY FIRST Insurance Group is headed by Scott Craddock . (www.futurityfirst.com)

Sky Island Wines brings custom wines to customers at an affordable price. Each wine is carefully crafted under controlled conditions in small batches to be individual and unique in their taste and aroma. (www.skyislandwines.com)

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Photo Caption: Local business leaders create Leaders United to battle Alzheimer’s Disease. The Leaders United Team raised over \$20,000 to benefit the Desert Southwest (DSW) Chapter of the Alzheimer's Association at the recent An Evening to Remember event. Left to right: Randy Swartwood, Founder and President of At Home Personal Care, Noelle Kurth of At Home Personal Care, Deborah Schaus, Executive Director of DSW Chapter, Samantha Semeja of At Home Personal Care, Cynthia Vargo, Central Arizona Region Director of the Alzheimer's Association Desert Southwest, David Bluford of Sky Island Wines, Jennifer Hanson, Special Events Coordinator DSW Chapter, Lorrie Dablow of Futurity First Insurance Group, Laura Berger of Barton House, Lynn Rosenberg of Barton House, Scott Craddock, North Phoenix Branch Manager of Futurity First Insurance Group.



Desert Southwest Chapter

alzheimer's association

the companion to care, the leadership to conquer