

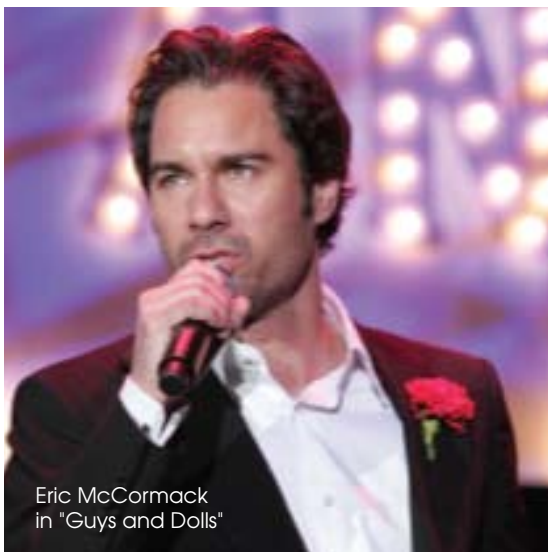
## PRESS KIT



Jennifer Garner at "Grease"



Kristen Bell, Zach Quinto,  
and Adam Wylie in "Bye Bye Birdie"



Eric McCormack  
in "Guys and Dolls"

## "A NIGHT AT SARDI'S"

A Night at Sardi's is an exciting annual celebrity musical revue and awards dinner benefiting the Alzheimer's Association. A wide variety of celebrities and prominent professionals from the motion picture and television industries participate. Laurie Burrows Grad created "A Night at Sardi's" 18 years ago in honor of her father, the late playwright Abe Burrows, and chairs the event with her husband Peter Grad. Under their leadership, the event has raised close to \$17 million for the Alzheimer's Association. It is an exciting evening with extraordinary sponsorship opportunities. The Association provides Alzheimer's education, care consultation, family support services, funds for dementia research, and public policy initiatives. We hope you will join us.

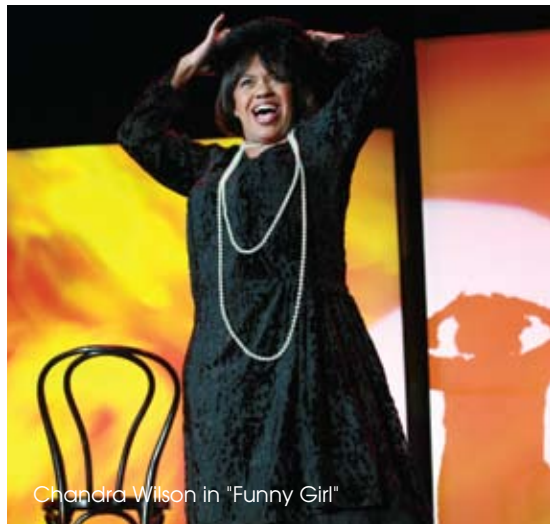
*"As individuals, as families, as a country, we can't afford this disease, physically, emotionally, or financially. People with Alzheimer's need us to be their voice and open minds to the realities of this disease."*

– DAVID HYDE PIERCE

## PRESS KIT



Michelle Pfeiffer and Portia de Rossi at "Bye Bye Birdie"



Chandra Wilson in "Funny Girl"



Vanessa Williams and Jason Alexander in "Bye Bye Birdie"

## ALZHEIMER'S ASSOCIATION | FACTS

### ALZHEIMER'S ASSOCIATION 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.

### STATISTICS:

- Today, an American develops Alzheimer's every 70 seconds
- It is the 6th leading cause of death in the California.

### PROGRAMS & SERVICES:

The Association provides a wide range of programs and services, including:

- Local support groups and referrals to adult day care programs to help families and caregivers cope with the challenges of the disease
- Safe Return, the only nationwide identification program for persons with Alzheimer's disease who wander
- A toll-free information Helpline for people in need of assistance and information at 1-800-272-3900

### RESEARCH:

The Alzheimer's Association nationally is the largest private funder of Alzheimer's research, having awarded over \$200 million in research grants. Recently, there have been a slew of promising results from drug trials, a new understanding of how the neurological disease works and insights into the way social and lifestyle factors may affect its progression.

“Our vision is a world without Alzheimer's”

## PRESS KIT

### **SARDIS** | PAST MEDIA COVERAGE

*2010 press expected at the same level as past years*

New York Post	Los Angeles Business Journal
E! News Daily	Soap Opera Weekly
USA Today	E! Online
Larry King Live	Distinction
Variety	MakeaHollywoodMovie.com
Access Hollywood	DirecTV: The Guide
Hollywood Reporter	CBS Soaps on-line
EXTRA	Item
In Style	Variety on-line
ABC Nightly News	Beverly Press
People	MyFoxLA.com
NBC Nightly News	LA Daily News
Us Weekly	DailyNews.com
Today show (NBC)	Privilege
In Touch Weekly	StyleScenes.latimes.com
Good Day LA	Life & Style
Star	NewYorkSocialDiary.com
KTTV 10 O'clock News	Beverly Hills 213
Weekly Variety	Wired West
KCOP 11 O'clock News	Scholastic News
Los Angeles Magazine	Beverly Hills Courier
KABC 11 O'Clock News	San Gabriel Valley Newspapers (3)
TV Guide	V-Life
That's So Hollywood	Park La Brea News
LA Confidential Magazine	Larchmont Chronicle
KFWB	SoCal Sr Life/Life after 50
Angeleno Magazine	Pasadena Star News
TV Guide	Whittier Daily News
Soap Opera Digest	San Marino Tribune
	The Wrap

*Photo Agencies/ Video Services/ Feeds in attendance:*

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