



**FOR IMMEDIATE RELEASE**

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**Alzheimer's Association presents the 2<sup>nd</sup> annual  
CADILLACS, COWBOYS AND COCKTAILS**

***Kick Up a Good Time for a Great Cause at Cadillac Ranch Downtown!***

**CLEVELAND, OH, Dec. 19, 2011** – The Alzheimer's Association Cleveland Area Chapter will present CADILLACS, COWBOYS AND COCKTAILS (CCC) at the Cadillac Ranch/Barroom Cleveland on Thursday evening, January 19, 2012. Billed as "a round-up of urban cowboys/cowgirls in support of the good guys who have the compassion to care and the leadership to conquer Alzheimer's disease," the benefit event will feature entertainment by The Tony Koussa, Jr. Band, finger-lickin' prairie food, spirituous libations, dancing and a raffle prize drawing for an Apple iPad 2! By Sheriff's decree, attire for the evening is casual, spurs optional.

CCC will introduce dedicated Desperados (Co-Chairs) and Wagon Masters (Steering Committee) who support the mission: *"To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected in Northeast Ohio; and to reduce the risk of dementia through the promotion of brain health."*

**Desperados:** Deb Hermann and Sally Hirsh

**Wagon Masters:** Aliko Kapalko, Bonnie Marcus,  
Taylor Marcus, Kelly Peoples

"We are excited to present a casual, fun event that will help generate awareness for Alzheimer's disease and the great needs out there that our association helps to meet," said Alzheimer's Association Cleveland Area Chapter Executive Director, Nancy Udelson. "Alzheimer's is a family disease that not only affects the person diagnosed with memory loss, but those who care for him or her. We want to make sure that families in northeast Ohio know we're here."

Since 1980, the Cleveland Area Chapter has served families in Ashtabula, Cuyahoga, Geauga, Lake and Lorain Counties. The Chapter is one of 77 affiliated with the national Alzheimer's Association, the leading voluntary health organization in Alzheimer's care, support and research. With offices throughout the service area, the organization provides support to the 40,000 individuals in northeast Ohio suffering from memory loss. Alzheimer's Association Cleveland Area Chapter is a 501(c)(3) charitable organization.

Individual tickets to Cadillacs, Cowboys and Cocktails are \$50 (purchased by 1/9/12), \$60 (purchased after 1/9/12) and \$100 (purchased anytime) and include heavy appetizers and drink tickets. All tickets can be purchased online at [www.alz.org/cleveland](http://www.alz.org/cleveland) or by phone at 216-231-1481.

For information regarding tickets and corporate sponsorships, please call Cowgirl Kelly at 216-231-1481.

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