FOR IMMEDIATE RELEASE:
Contact: Mitchel Sloan, Vice President of Development and Communication
805.892.4259 x102
805.427.6127
msloan@alz.org

Sonya Laputz, Educator and Care Specialist
805.547.3830 x203
805.723.4396
tschwartz@alz.org

ALZHEIMER’S ASSOCIATION 2015 BLONDES VS. BRUNETTES®
SAN LUIS OBISPO PEP RALLY

Tuesday, June 2, 2015 at 5 p.m. – Laguna Grill at 11560 Los Osos Valley Road, Ste. #110

San Luis Obispo, CA, April 2015 – Nicole Pazdan and Jennifer Lopes have been friends for many years but remain rivals for the inaugural Blondes vs. Brunettes powder puff football game to increase awareness and funding for the Alzheimer’s Association. Within the past six weeks Nicole and Jennifer have led their teams in raising nearly $15,000 for the Alzheimer’s Association. The blonde and brunette team captains will host a pep rally at Laguna Grill on Tuesday, June 2 between 5 and 6:30 p.m. Friends, family and fans are invited to meet the players and coaches and enjoy food, beer and raffle prizes. Players will pick up their jerseys and VIP tickets and fan shirts will be available for purchase.

Born and raised in San Francisco, Nicole founded Elder Placement Professionals in SLO after having a very difficult experience finding a family member an assisted living care facility. She took a lot from this overwhelming emotional experience and dedicated her work to helping families in her community in similar situations.

“Eighty percent of my clients have Alzheimer's, and I see on a daily bases what an emotional, physical and financial drain it is on families. Not a week goes by when an adult child or spouse I am working with doesn't get teary eyed from the strain of trying to deal with a family member who has Alzheimer's. It hurts my heart to see what these families go though and it's my dream to see a cure for Alzheimer's in my lifetime,” says the Certified Senior Advisor.

A Walk to End Alzheimer’s team captain for the last eleven years, Nicole is excited to tackle Alzheimer’s in a new way at the inaugural Blondes vs. Brunettes game. In addition to the “the comradery and of course
beating the brunettes” that the Team Blonde captain looks forward to, she also sees the significant impact the fundraiser will have on a younger generation, including her four sons.

“It's important for them to know there are five million affected by Alzheimer's. It's not just disease that affects older people; it will impact their generation. Their ability to be so connected with social media can certainly help raise awareness. Hopefully, as their mom, I have set an example through my fundraising and involvement with Alzheimer's that fighting for a cure is important.”

Jennifer is from the Central Valley and has had personal experiences with Alzheimer’s disease. This inspired her to open Graceful Living in Arroyo Grande.

“When my grandmother had been diagnosed I got involved with her care and worked in a facility in the Central Valley. Professionally it became a passion to care for people and the love of my work grew stronger. When my husband and I decided to relocate to the Central Coast, I had the opportunity to open my own facilities. Graceful Living is in honor of my grandma.”

Jennifer works with dementia and Alzheimer’s patients and would love have a world without Alzheimer’s disease. She appreciates the wave of awareness on the Central Coast that comes with events like Blondes vs. Brunettes. Jennifer loves to talk and meet new people and is excited to compete in the game. Like Nicole, Jennifer hopes that the next generation will be inspired to take on the issue of Alzheimer’s.

“My two kids are very involved with the care-homes, and all of their friends come and help with crafts and events. The events put on by the Alzheimer’s Association are a great opportunity for young people to become aware.”

Nicole and Jennifer both describe themselves as “very competitive.” Regardless of the final score, their fundraising efforts are making an end-run. This year Blondes vs. Brunettes San Luis Obispo hopes to raise $25,000 locally with each player committing to raise a minimum of $500. The event is new to SLO, but nationwide the football games have raised more than $5 million for the Alzheimer’s Association since it was started in 2005.

Game day is set for Saturday, June 6, 2015 at Santa Rosa Park. Tickets are $20 to attend and watch the game. $100 VIP tickets will include admission, food and wine. For more information visit alz.org/cacentral or act.alz.org/BvBSLO or call 800.272.3900.

Alzheimer’s Association®
The Alzheimer’s Association is the world’s leading voluntary health organization in Alzheimer's care, support and research. Our 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. Our vision is a world without Alzheimer’s. Visit alz.org® or call 800.272.3900.

Alzheimer's Association Blondes vs. Brunettes® is a volunteer event driven by young women that brings the passion and spirit of community leaders together to support the Alzheimer’s Association. The event is an organized flag football game in which the two teams are divided based on the age-old rivalry between blondes and brunettes. Funds raised at Blondes vs. Brunettes events benefit the care, support and research efforts of the Alzheimer’s Association.

###