



the compassion to care, the leadership to conquer

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**FOR IMMEDIATE RELEASE**

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**ELMCREST COUNTRY CLUB TO HOST PRO-AM TENNIS  
TOURNAMENT TO BENEFIT ALZHEIMER'S ASSOCIATION**

**Cedar Rapids, August 20, 2010** – Elmcrest Country Club in Cedar Rapids is set to host their annual Tennis Pro-Am Tournament on Friday, August 27<sup>th</sup> through Sunday, August 29<sup>th</sup>. Proceeds from this high-energy event will benefit the Alzheimer's Association East Central Iowa Chapter. "In just 2 years, the Pro-Am has raised close to \$20,000," says Kelly Hauer, Executive Director of the Alzheimer's Association East Central Iowa Chapter. "The proceeds help fund the education, advocacy, research and support services throughout our chapter territory. The relationship we have with the Elmcrest tennis staff and club members is awesome," continues Hauer. "They work incredibly hard to put on a terrific show of tennis talent throughout the entire weekend. We are grateful for their dedication to our important cause."

The festivities kick off Friday afternoon at 3pm with the Pro vs. Pro Doubles Team Tennis. Additional activities throughout the night include live and silent auctions, Jai Lai Doubles and betting, a fast serve contest and a cookout. Tournament play begins Saturday at 9am followed by the final rounds on Sunday.

Tickets to the Pro-Am opening night event are \$15 in advance, or \$20 at the door, and entitles purchaser to food and beverages during the entire evening. Tickets may be purchased at the Alzheimer's Association Chapter office or the Elmcrest Tennis Pro-Shop. Call 319-294-9699 for more information or to reserve your tickets today.

**About the Alzheimer's Association:**

The Alzheimer's Association is the leading voluntary health organization in Alzheimer 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. For more information, visit **[www.alz.org/eci](http://www.alz.org/eci)**.

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