Alzheimer's: Now Is the Time to Find a Cure
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About a year ago my producing partner, Trevor Albert, and I set out to film a feature-length documentary about legendary singer-songwriter Glen Campbell and his battle with Alzheimer's disease. During the course of making this film, my wife Jane and I became committed to the Alzheimer's cause and to signing up as Alzheimer's Association Champions. Every day we continue to be inspired by Glen and his wife, Kim, as they face Alzheimer's with tremendous bravery, strength and humor. Despite his diagnosis, he and his children have recorded his final album and embarked on a worldwide farewell tour.

It's in that spirit that we're extremely honored and humbled to be receiving, with Trevor, the Champion Award at the 2012 Alzheimer's Association Rita Hayworth New York Gala on Oct. 23 at The Waldorf Astoria New York.

It isn't solely our experience with Glen that has inspired our commitment to the fight against Alzheimer's. We also have a personal connection to the disease, which currently afflicts more than 5 million Americans.

My Aunt Grace had Alzheimer's for the last 15 years of her life and Jane has had two uncles who suffered with the disease. In each instance, the caregiver faithfully provided the time and energy necessary to be there for their loved one.

Alzheimer's is frightening and devastating in how it impacts not only those with the disease, but also their caregivers. More than 15 million family and friends currently are caring for the millions of Americans with Alzheimer's. And beyond the human toll, the economic devastation of the disease is astounding.

In 2012, caring for people with Alzheimer's and other dementias will cost the United States an estimated $200 billion, including $140 billion in costs to Medicare and Medicaid. The number of people living with Alzheimer's will only soar, to a projected 16 million, as will costs -- reaching an estimated $1.1 trillion per year by 2050.

Right now, it feels as though all of us will end up becoming caregivers for someone we know and love unless we find a way to slow the progression of Alzheimer's disease and, ultimately, a cure.

Now is the time. The end of Alzheimer's starts with all of us.
On Tuesday, October 23 at 6:30pm in the Grand Ballroom of the Waldorf Astoria, guests will gather for Tonight and Every Night, the 29th Annual Alzheimer’s Association Rita Hayworth Gala honoring Cigna and James Keach, Jane Seymour, and Trevor Albert of PCH Films for their work in helping to find a cure for Alzheimer’s. Then dance the night away to live entertainment featuring Javier Colon, last season’s winner of the hit NBC show The Voice. Underwritten by Rolex and expertly led by Founder, General Chair, and daughter of Rita Hayworth, Princess Yasmin Aga Khan, as well as Gala Chair Robin Meltzer, the Gala Steering Committee – of which our dear friend and W2WW Fashion Editor Hilary Dick is a member – and the Alzheimer’s Association Board of Directors, Tonight and Every Night will be a star-studded, not-to-be-missed evening this social season. For more information or with questions, please call 212.843.1712 or email alz@hgnyc.com.

Rita Hayworth, with her captivating talent and timeless beauty, defines Hollywood Glamour. Her grace and elegance inspired this stunning look from Bergdorf Goodman; the Monique L’huiller gown is to-die-for in the richest shade of violet. We went for chic and timeless – just like Rita – in the shoes, bag, and jewelry that will catch the light as you twirl around the room.

SHOP NOW: Monique Lhuiller One-shoulder Drape Gown ($2398), Oscar de la Renta Crystal Teardrop Earrings ($395), Alexis Bittar Panther Bracelet ($295), Kotur Crinkled Leather Minaudiere ($560), Jimmy Choo Wavy Strap Sandal ($695)

Princess Yasmin Aga Khan began this event in honor of her mother, actress Rita Hayworth, who died as a result of Alzheimer’s. Under Princess Yasmin Aga Khan’s leadership, over $57 million has been raised through the Rita Hayworth Galas. These funds, combined with other donations, have helped the Alzheimer’s Association make significant progress toward our mission to eliminate Alzheimer’s disease. Held annually in October and attracting more than 700 guests, the New York Rita Hayworth Gala celebrates and honors individuals who are dedicated to fighting Alzheimer’s disease through their fundraising, care and volunteer efforts. The evening includes a cocktail reception, three-course dinner, program, auctions, live music, entertainment and dancing.
I've said this before, but it bears repeating: Alzheimer's is the sixth leading cause of death in the United States, and an estimated 5.4 million Americans are living with this devastating disease. The Alzheimer's Association is one of several groups devoted to finding a cure, funding research that will lead to earlier identification of Alzheimer's, and therapies that will one day slow or stop its progression, while providing individuals and families impacted with care and support resources.

Princess Yasmin Aga Khan established the Rita Hayworth Gala in memory of her mother, whose last years were ravaged by Alzheimer's. The event raises millions each year towards the cause.

Robin and Roger Meltzer, who will be chairing this year's gala, gave a cocktail party at their lovely home in Southampton as a kick off to the main event.

"My mother has had Alzheimer's for the last 7 years and she's really in a devastated state, so it's been an important cause for me. Alexandra (Lebenthal) got me involved initially, and I've just grown with it - it's near and dear to my heart. We're aiming to raise $2 million this year, even though it's not a kind environment, but we're ploughing ahead. I'm glad we're raising public awareness; it's a disease, as you well know, without cure. Both my mother and my mother-in-law now suffer with it," said Robin, looking summery in white Cushnie et Ochs.

Lebenthal and her husband, Jay Diamond, came to support the cause, along with fellow board members Anne Hearst McInerney and Jay McInerney, Somers Farkas, Chele Chiavacci, Debbie Grubman and Marlyne Sexton. Also in attendance were Prince Dimitri of Yugoslavia, Sharon Bush and Richard Ziegelasch.

The benefit will take place at The Waldorf on Tuesday, October 23rd.
KDHamptons Photo Diary: Robin Meltzer Hosts a Sunset Cocktail Soiree to Kick Off the Rita Hayworth Gala!

Robin and Roger Meltzer hosted a beautiful cocktail party at their fabulous Southampton home to kick off the Rita Hayworth Gala benefiting the Alzheimer’s Association. Admirable philanthropic work is something these haute Hamptonites know how to do better than anyone else! Doc and I loved Robin’s gorgeous gardens and learning more about her personal commitment to the Alzheimer’s Association. Enjoy her KDHamptons diary below!

Robin shares with KDH, “I first became involved with the Rita Hayworth Committee because my mother, Gloria, has suffered with Alzheimer’s for the last 7 years. At this point, she is in the late stages of the disease with no recognition of who she is, where she is and no ability to take care of herself. She exists as a physical being without her personality. Alzheimer’s is a disease without a cure, but we are going to change that.”

Notable Hamptonites in attendance included: Martin Bregman & Cornelia Sharpe, Sharon Bush, Mr. & Mrs. John Catsimatidis, Chele Chiavacci, Somers Farkas, Deborah & Allen Grubman, Francine LeFrak, Philip MacGregor, Anne Hearst & Jay McInerney, Alexandra Lebenthal, Robin & Roger Meltzer, Marlyne Sexton, Nicole Sexton, Ron Wendt, Prince Dimitri of Yugoslavia

KDH: What is your goal for the event this year?
RM: Last year, we raised $1.7 million and this year our goal is, of course, to raise more and actually reach the $2 million level. This is not an easy task in today’s world!

KDH: Who are this years honorees?
RM: Historically, we have been very fortunate to have an impressive list of honorees. This year is no exception, led by David Cordani from Cigna Corporation, who will receive the Corporate Award, and film producers James Keach, Jane Seymour and Trevor Albert, who have been named our Champion Award recipients.

KDH: Will you please share more about the back story of the Alzheimer’s Association?
RM: 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.

KDH: Will you share some of the highlights of the upcoming gala?
RM: Now, let me spend just a minute or two describing this year’s gala. It will be great!! Every aspect of it. There will be fabulous entertainment, spectacular auction lots, which include unique experiences in travel, fashion and in food and wine. The items are a WOW and there are things for everyone in your family.

KDH: Share the date of the event and how our readers can purchase tickets?
RM: Please join us on October 23, 2012, a Tuesday night at the Waldorf=Astoria. We all look forward to your being there. For more information about Alzheimer’s disease, and the event please visit www.alz.org or call 1-800-272-3900.
Anticipation was definitely the feeling one received when leaving the cocktail reception Robin and Roger Meltzer threw for the Alzheimer's Association. The event was held on July 27, 2012 to build up excitement and followers for their upcoming, Alzheimer's Association Rita Hayworth Gala, "Tonight and Every Night" on October 23, 2012. The reception was not only to raise money, but to get friends and family, who have been affected by the Alzheimer disease or who want to help out a great cause, together and have a fun evening of drinks, food and positive energy.... and they did just that!

The event was filled with many guests such as, CEO of the Alzheimer's Association, Harry Johns and Chief Strategy Officer, Angela Geiger. As Robin Meltzer spoke, the crowd of guests was more than happy to listen to her story and the aspirations that she and the entire committee at Alzheimer's Association aim to conquer. Having a mother and mother-in-law who are both diagnosed with Alzheimer's, it has become most significant in her life as well as her family's. There is no cure, but that is why they put so much time and effort into these fundraisers and events; they want make changes. They want to be able to find answers to help their loved ones and many more. The association raised $1.7 million last year, and is eagerly waiting to top that this year.

Save the date! The Rita Hayworth Gala will be Tuesday, October 23, 2012, starting the night off with cocktails at 6:30 p.m. The night will be filled with entertainment, auctions for fashion, travel and wine and most importantly, the night will fundraiser for this special cause.