

"Reasons to Hope" Breakfast Success

Over 400 supporters of the Alzheimer's Association filled the ballroom of the Sheraton Richmond West Hotel March 18 at the chapter's Reasons to Hope Breakfast. The event raised \$123,505, up 19 percent over the 2009 breakfast.

"We're delighted to have had such a big turnout. We're thankful that everyone was so generous," said Sherry Peterson, the chapter's CEO.

Lead by Table Host Chair Bob Jackson, the event's 45 table hosts are credited with much of the success. Each host was responsible for inviting potential donors to fill a table. Also, a big thank-you goes to Title Sponsor Genworth Financial, Benefactor Sponsor Dominion and Patron Sponsors Parker, Pollard, Wilton & Peadan and ThompsonMcMullan.

The one-hour program featured a video about the chapter's services and remarks by Peterson, Mike Larkin, Chapter Board President, and Scott Paciocco, Board Member and son of Tony Paciocco whose artwork was featured on this year's program. Tony suffered from young-onset Alzheimer's and passed away at the age of 61. Mark Hubbard, a former local TV news anchor, served as emcee.

A testimonial by Bill and Kitty, a local couple living a full life while living with Alzheimer's, was produced into a short youtube video as a follow-up to the event. Learn about this inspiring couple at:
<http://www.youtube.com/watch?v=mj7tQg9SINE>

Plans are already underway for the 2011 Reasons to Hope Breakfast. Please contact Alyssa McBride at Alyssa.mcbride@alz.org or 804.967.2581 for more information.

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