

## Alzheimer's Association Gala Frequently Asked Questions

**Q: What is the theme for the 2023 Gala**

A: The 2023 Alzheimer's Association Gala is an annual event dedicated to advancing our vision of a world without Alzheimer's or dementia. The theme this year is "Ripples of Discovery. Waves of Hope." This theme is in recognition of the promising pipeline of potential treatment that offers waves of hope for those on this devastating journey.

**Q: When and where is the Alzheimer's Association Gala?**

A: This year's Gala will be held on Tues. March 14, 2023 at the Discovery World at 500 N Harbor Dr., Milwaukee.

**Q: What are the hours of the event?**

A: The event begins at 5:00 p.m. and ends at 9:00 p.m.

**Q: Where do I park?**

A: There will be complimentary valet parking beginning at 4:45 p.m. There is also limited street parking.

**Q: What is the agenda for the evening?**

5:00 pm Cocktails, Hors d'oeuvres and Silent Auction

7:00 pm Dinner & Program - Featured speakers to include:

- Nathaniel Chin, MD, Medical Director, Wisconsin Alzheimer's Disease Research Center and Wisconsin Registry for Alzheimer's Prevention (WRAP) study, and Alzheimer's Association Board of Directors

- Sharon Lukert, Individual living with Mild Cognitive Impairment due to Alzheimer's disease

8:20 pm Live Auction

**Q: What is proper attire?**

A: Semi-formal/cocktail is appropriate for the event. Purple attire/accessories are always encouraged!

**Q: What exactly will happen at the event?**

A: There are many activities over the course of the night.

- Registration begins at 5:00 (coat check available)
- Silent auction
- Spin to Win
- Wine Toss
- Memories in the Making artwork, greeting cards and stickers available for purchase
- Lucky Key - Purchase a key for a chance to win a David Yorman Bracelet valued at \$2,200
- Dinner/Program
- Live Auction

**Q: When is the silent auction?**

A: The silent auction will open several days before the event and close by 7:45 pm. the evening of the Gala. We encourage you to check out the 90+ items at : [WIALZGala2023.givesmart.com](https://WIALZGala2023.givesmart.com). Bid early and often!

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**Q: What is the live auction?**

A: The live auction is where the larger, higher-end items are purchased...such as getaways, dining and unique one-of-a-kind items. The live auction is after the program and guests will raise your bidder number to purchase.

**Q: How do I bid on items?**

A: We are leveraging an online platform, Givesmart, to manage bidding on all items (silent auction, live auction, games). Bidding will be done via your cell phones (please charge in advance).

**Q: Will there be food and a cash bar?**

A: Your evening experience will include a gourmet meal including salad, dinner and dessert. There will be a complimentary bar for wine and beer. Cocktails are available for purchase.

**Q: How will my donation make a difference?**

A: Your generous gifts to the Alzheimer's Association Gala will help us accelerate our mission to eliminate Alzheimer's disease and provide the best care and support to those living with Alzheimer's or other dementia, while also funding advocacy and groundbreaking research.