Leading by Example

Cindy and Mark Karrels own Fazio's Sweet Moments Sweet Life in Elm Grove, WI. The chocolate business is participating in The Longest Day® this year to raise awareness and funds for Alzheimer’s and dementia. Throughout the month of June, they will be donating 75 cents for each purple-wrapped mint meltaway sold to the Alzheimer’s Association. The mint meltaway’s are a fan-favorite and the store is specially wrapping them in purple, the signature color of the Alzheimer’s Association, during June.

“We’re giving back because it’s important that we support our community,” Cindy shared. “Small businesses are a part of the community and communities should rally and support one another. We want to do our part to raise funds to find a cure and support the quality of life of those living with this disease.”

Chocolates can be picked up onsite, curbside or shipped statewide. Call the store to place your order for the purple-wrapped mint meltaway today (262-923-7166) or visit fazioschocolate.com. Fazio's also offers traditional items, such as truffles, nut clusters and bark, along with a signature line of Italian-themed, artisan chocolates.

A Mission that Hits Close to Home

Unfortunately, Alzheimer’s disease is something that the Karrels family has a lot of experience with. Mark’s mother lost her battle with the disease six years ago. And his mother had seven sisters that also passed away from Alzheimer’s, as well as his grandfather. “This disease is something that has significantly impacted our family,” Mark shared. “My advice to families is to be patient with their loved one this journey and meet them where they are.”

The Longest Day is the day with the most light — the summer solstice. On June 20 (and throughout the year), people from across the world will fight the darkness of Alzheimer's through a fundraising activity of their choice to support the care, support and research efforts of the Alzheimer's Association.