



PURPLE Putting @ PGA



**PURPLE PASSION 4 Alzheimer's
Kicks Off its PURPLE Putting @ PGA
2012 Fundraiser**



CHANCE TO WIN A 2012 Honda Insight Hybrid

Through the Birdies for Children Program at the PGA Honda Classic!

January 18, 2012

PURPLE PASSION 4 Alzheimer's has officially kicked off its first fundraising program for 2012 – PURPLE PUTTING @ PGA. This program will tie into our recent relationship with The Honda Classic's wonderful charitable program, Birdies for Children.

Through this program, donors will be able to enter for a chance to win a brand new Honda Insight Hybrid by guessing the correct number of birdies in for the tournament. Also, donors will get the satisfaction that their donations will be matched 10% by the Honda Classic – so for every \$20 donation we receive through the program, PP4Alz will receive a total of \$22. For complete contest rules, please visit the Birdies for Children's page at <http://www.thehondaclassic.com/pages/birdies-for-children#>.

You can also donate at our website, www.pp4alz.org. Just click on the PURPLE Putting @ PGA Icon.

All donations received by PP4Alz during this event will be directed to the Fisher Center for Alzheimer's Research Foundation. Awarded Charity Navigator's highest 4-Star rating, it primarily funds groundbreaking and innovative research headed by Nobel laureate Dr. Paul Greengard at The Rockefeller University. Dr. Greengard's findings have been at the forefront of modern day research efforts, providing the conceptual framework for understanding the Alzheimer's disease process.

The Honda Classic will be held in Palm Beach Gardens, FL at the illustrious PGA National Spa and Resort's Champion Course from February 27 through March 4. Entries for the chance to win the Honda car will be accepted until February 29, 2012.

There are several ways in which you can donate to our cause through this program as we continue our mission to raise funds and awareness of Alzheimer's, with particular concern for the Alzheimer's Afflicted:

- Visit our website www.pp4alz.org and click on the PURPLE PUTTING @ PGA icon.
- Visit the Honda Classic's Birdies for Children website at <http://charity.hondaclassic.com/Donate/PP4A>.
- In addition, we plan to hold several mini-fundraisers over the next six weeks in the South Florida area, with chances to win tickets to the event. Keep visiting our website for more details.
- You can request a pledge form from Cynthia by clicking on the Email Me button on our website.

As Cynthia is a National Spokesperson for the Fisher Center for Alzheimer's Research Foundation, we look forward to continue to work with them on future fundraisers.

Please visit our website frequently as more information regarding the program will be posted over the next six weeks regarding this fundraiser. Hopefully you will join us in our continued effort to find a cure for this disease before our parents and loved ones begin to suffer from it, and to assist those caregivers who deal with Alzheimer's every day.