

PP4Alz Attends The 57th Annual Heart Ball



February 17, 2012

- PURPLE PASSION 4 Alzheimer's attended the 57th Palm Beach Heart Ball at The Mar-a-Lago Club in Palm Beach. Cynthia had been asked to greet the attendees as entered and mingled in the pool area. Wearing her exclusive Brian K. Osburn brocade black and white evening gown and her Mrs. Palm Beach America 2012 sash, she quickly became a favorite of the guests.



Many people asked Cynthia if they could get their picture taken with her and Joe, wearing his tuxedo, was happy to play photographer. Such requests have become commonplace for Cynthia when she is in the community promoting PURPLE PASSION 4 Alzheimer's and wearing her sash.

And as is usual, upon hearing Cynthia and her platform for raising awareness and funds in the fight against Alzheimer's, many guests either shared their stories of a loved one or gave Cynthia words of encouragement. We were particularly interested in meeting a Psychiatrist who specializes in memory care; she described how sometimes when treating a patient for alcohol-induced memory loss, the first signs of dementia, Alzheimer's in particular, will begin to appear. This was an astounding discovery that we had not been aware of.

The Palm Beach Heart Ball is the American Heart Association's oldest heart gala in the country and the longest, continuously held charity event on Palm Beach. Each year the gala raises over a million dollars, which goes directly to fighting heart disease and stroke, the #1 and #3 killers, respectively, in the United States.

Because we believe that what's healthy for the heart is healthy for the mind, we support The American Heart Association and its hard work and determination of eliminating heart disease. To learn more, <http://www.heart.org/HEARTORG/>.





The event coordinators and staff were extremely friendly and gracious in welcoming Cynthia and Joe to the event. Samantha Whiteman, Gala Director, was on her A-game as she could be seen directing the staff to make sure that they evening went without a hitch.

During the event special recognition was deservedly given to Samantha, Michelle, and Casey for their contributions. As busy as they were, they were kind enough to take time to have their picture taken with Cynthia – on the left is Cynthia with Michelle.

Because of the contributions of so many dedicated people, it is apparent why the Heart Ball is such a popular social event each year.

As one can imagine, this was an outstanding opportunity for us to network with some of the more influential people in our community. We were able to connect with several community and business leaders during the evening. If we can positively impact one sponsor who will assist in our mission to raise funds for Alzheimer's research and caregiver support, then we will be that much closer to reaching our goal of a world without Alzheimer's.

Just before the evening ended Cynthia was approached by none other than Donald Trump, who asked her where her husband was. Without missing a beat she looked him in the eye and said, "he had to step away for a minute and the last thing he said to me was, 'just watch, when I'm gone a handsome man is going to approach you,' and here you are." And no, he didn't tell Cynthia, "You're fired," but he did give her a nice big hug!



Remember that you can follow Cynthia's [Mrs. Palm Beach America 2012 Facebook Page](https://www.facebook.com/pages/Mrs-Palm-Beach-America-2012/146944275418213) (<https://www.facebook.com/pages/Mrs-Palm-Beach-America-2012/146944275418213>).

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