



For Immediate Release

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**ALZHEIMER'S RESEARCH FOR A CURE
(ARFAC)
FOUNDATION LAUNCHES IN SAN FRANCISCO**

San Francisco, CA (September 8, 2008) On February 6, 2009, the Board of Directors for ALZHEIMER'S Research for a Cure (ARFAC), will host its first annual gala in San Francisco. The inaugural gala, supporting ARFAC, will be chaired by community leader Sandy Mandel. To be attended by San Francisco's most prestigious and well respected leaders, prominent business individuals and the medical profession, the gala will be sure to lead by example for raising money and awareness for Alzheimer's research programs. **ARFAC's goal is to provide sufficient supplemental funding to our annually selected beneficiaries to enable them to make significant increases in the staffing and support of their ongoing Alzheimer's research programs.** Among the ARFAC board members are notable community leaders such as **Scott Harkonen, MD** and CEO of CoMentis, Remsen Kinne, IV Partner with K & L Gates, Maggy Howe, President of MHowe Executive Events, Strategic, Cause Marketing, Adrienne Mally, Principal at Eaton Capital, and Michael Weiner, MD, Director of the Center for Imaging of Neurodegenerative Diseases at San Francisco VA/ UCSF, and recipient of the Middleton Award for outstanding research.

As a kick off for the 2009 ARFC Gala, a pre-event cocktail reception has been planned for October 14, 2008. **Neiman Marcus**, the Board of Directors for ALZHEIMER'S Research for a Cure (ARFAC), and **precious jewelry designer Elizabeth Locke** have joined forces to host a lavish cocktail reception to commemorate the launch of the ALZHEIMER'S Research for a Cure. The celebratory event will take place in the **Precious Jewels Salon at Neiman Marcus on October 14, 2008 from 6 pm – 8 pm.**

ARFAC is a newly formed non-profit foundation dedicated to support research for new and effective treatments for Alzheimer's Disease and the first of its kind on the West Coast. Alzheimer's Disease has effected nearly 5 million Americans, a disease that leads to progressive loss of memory and eventual death. This number will triple by 2050, affecting 50% over the age of 80. This alarming figure is only heightened by the reality that current national and state funding remains flat and may actually be reduced in coming years.

For more information or interviews, please contact Maggy Howe, ARFAC Executive Director 707 874.9553 or mhowe@arfac.org

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