

# The “Forget-Me-Not” Gala Raises \$900,000

Photos by: Ronald L. Glassman

Hundreds of leaders of New York City’s philanthropic, business and health care communities, sports legends and celebrities, and individuals whose lives have been affected by Alzheimer’s disease joined the Alzheimer’s Association, New York City Chapter at its annual **“Forget-Me-Not” Gala** which took place at The Pierre in solidarity in the fight against Alzheimer’s disease and related dementias. The event, which raised \$900,000, was emceed by Emmy and Tony Award winner David Hyde Pierce. David, a tireless advocate in the Alzheimer’s community, serves on the Board of the National Alzheimer’s Association and as a national spokesperson. He lost his father and grandfather to the disease. The event was chaired by Board member, Anne McBride Schreiber & Jordan Schreiber.

In his welcome remarks, Mr. Hyde Piece said, “I am proud to stand with you tonight as a supporter of the Alzheimer’s Association, as a New Yorker and as someone who has seen first hand what Alzheimer’s disease can do to an individual, and to a family. At a time like this, we need to remind ourselves that the Alzheimer’s epidemic is blind to the economy, to the health care crisis, to the aging baby boomers. This epidemic continues to grow exponentially. Every 70 seconds someone in the United States develops Alzheimer’s. Without our help, there will be a time when one out of every five New Yorkers either has AD or is taking care of someone who does. This year, we want to show the rest of the country what New Yorkers can do when they get together to help each other.”

Honored with the Chapter’s “Community Leadership Award” was New York Yankees Manager, Joe Girardi, a long-time Alzheimer’s advocate. His father Jerry is afflicted with Alzheimer’s and Girardi has become a respected national voice in the Alzheimer’s community. The Yankee organization has also stepped up to the plate and generously produced a series of public service announcements, featuring Girardi and other Yankee players, for the YES Network. In his remarks, Girardi stressed how important it is for all New Yorkers to “Reach out to the community, because there are a lot of people who need help.” Yankee pitching great, David Cone, accepted the award for Girardi who was in Cleveland for a game against the Indians.

The Chapter’s Creative Leadership Award was presented to celebrated 3-D Pop Artist Charles Fazzino, whose father and grandmother both suffered from Alzheimer’s, and who created the Official 20<sup>th</sup> Annual *Memory Walk* Commemorative Poster. His unique artwork also appeared on a scarf created by Echo Design. He has painted ten Super Bowls for the National Football League, 5 All-Star Games for Major League Baseball, 3 Daytime Emmy Award Ceremonies, 2 FIFA World Cup Tournaments, the GRAMMY AWARDS and is the official artist for the 2009 and 2010 President’s Council on Physical Fitness and The President’s Challenge. Fazzino also created the official artwork for the 2009 “Forget-Me-Not” Gala.

In addition, a special recognition was given to Frank J. Bisignano, Chief Administrative Officer at JPMorgan Chase Bank. Nine of his colleagues chose the New York City Chapter as the recipient of a special grant.

Lou-Ellen Barkan, President and CEO of the Alzheimer’s Association, New York City Chapter said, “From the sports arena to business to the arts community, Alzheimer’s disease does not discriminate. Its reach is far and wide, but through the compassion and support of our public advocates here tonight, thousands in New York and around the world can better understand the daunting world of Alzheimer’s and work through their private battles with the disease.

The money raised at the gala will support essential programs and services that benefit those in New York City diagnosed with Alzheimer’s disease, their family members and caregivers. In less than 50 years, without prevention or a cure, more than 20% of all New York City residents will be affected by AD, as a person with the disease or as a caregiver. [www.alznyc.org](http://www.alznyc.org)



Charles Fazzino, David Hyde Pierce, Anne McBride Schreiber, Jordan Schreiber and Frank J. Bisignano



Steve Boxer, Julie Hayek, Dr. Garry Boxer, Mrs. Vicky Boxer and Rae Boxer



Michael Feinstein