FOR IMMEDIATE RELEASE CONTACT:

John Zaher/Hank Russell PRMG New York (631) 207-1057



March 27, 2013

Alzheimer's Disease Resource Center, Inc. Presents Inaugural Alzheimer's Regatta & Awards Dinner

Event Includes Paddling for Poker, a Regatta Benefit to Raise Funds for Alzheimer's Research and Support

On Saturday, June 15, <u>Alzheimer's Disease Resource Center, Inc.</u> will host its first-ever <u>Alzheimer's Regatta & Awards Dinner</u> at the Sagamore Yacht Club, located at 1 Bay Avenue in Oyster Bay. The Clubhouse Skippers Meeting starts at noon and the first gun for the race goes off at 1 p.m.

Although there is no entry fee, ADRC encourages those to <u>register</u> their yachting teams and begin their <u>fundraising</u> efforts. This year's race features Dawn Riley, Executive Director, Oakcliff Sailing Center, and Board Member, US Sailing. Ms. Riley was the 2002 IC45 and 2007 K-Challenge America's Cup World Champion. As CEO and Captain of America True, she was the first woman to manage an America's Cup sailing team.

In addition to the regatta, there will be the <u>Paddle for Poker</u> event. Registration is at noon at Beekman Beach, 1 West End Avenue in Oyster Bay and first gun is at 1 p.m. This event is open to all kayakers and paddleboarders. Participants row to five boats; at each boat, they receive a card. Once they receive five cards, they have made their poker hand. All participants must finish by 5 p.m.

Paddle for Poker is part of a benefit Regatta to raise funds for Alzheimer's Disease research and <u>support</u>. There is no charge for dinner to all participants who raise a minimum of \$100. All tax-deductible donations can be made <u>online</u>.

The event will be followed by an awards dinner at 6 p.m., with live entertainment provided by Old Salts Band. Awards will be given for Highest Fundraising Individual and Highest Fundraising Team in each category. The winning poker hand will also be announced.

For those who wish to participate but do not own a yacht, paddleboard or kayak, please call (631) 820-8068. To register, of for more information, visit www.adrcinc.org.