



## **NEWS RELEASE**

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### **6<sup>th</sup> Celebrate Summer Memories Auction benefits Hope Dementia & Alzheimer's Services to support families within our community** *Special guest: Greg O'Brien, author, [On Pluto: Inside the Mind of Alzheimer's](#)*

Hyannis, MA – [Hope Dementia & Alzheimer's Services](#) is pleased to announce this year's Celebrate Summer Memories Auction takes place on Thursday, August 18, at the Wequassett Resort and Golf Club in Harwich with special guest, Greg, O'Brien, author of *On Pluto: Inside the Mind of Alzheimer's*. The auction generates essential funding to provide information, education and support services for those living with Alzheimer's, their caregivers, and the healthcare professionals and community agencies that support them.

Caring for someone who has Alzheimer's disease or a related dementia can be a difficult physical, emotional and mental challenge that can go on for years and require special understanding, patience and skills. Specialized programs provided by Hope Dementia & Alzheimer's Services include assessment, individual and group counseling, education, telephone support, respite care and much more.

Greg O'Brien is a writer, editor, investigative reporter and publisher with more than 40 years of newspaper and magazine experience, and he has Alzheimer's disease. Greg was diagnosed several years ago with Early Onset Alzheimer's after a horrific head injury "unmasked" a disease in the making. Working off a cognitive reserve and journalistic grit, Greg wrote *On Pluto: Inside the Mind of Alzheimer's*, offering a first-person perspective on how to fight this demon of a disease.

This evening of magnificent fun will host a silent and live auction, a gourmet menu, live music, spectacular summer views and a chance to meet like-minded friends—passionate, dedicated and determined—to help make a significant difference with this cause. Enthusiasts and supporters from all over the region attend the auction to support the Alzheimer's and dementia cause.

"This year's Celebrate Summer Memories Auction is extra special because of the addition of our unique guest, Greg O'Brien," said Diana Franchitto, president & CEO of HopeHealth. "We are so grateful to Greg because of his ongoing support of our mission and the awareness and attention he brings to our community about this disease. Most of the care provided to people with Alzheimer's is delivered at home by family members, and they often must seek community supportive services. This event enables us to help more people and continue to enrich our services and programs."

Some of this year's auction items include:

- Overnight stay at the Boston Park Plaza Hotel with breakfast for two
- Six bottles of vintage wine from the collection of Robert J. Marshall
- Two overnights for four with unlimited golf at Sebasco Harbor Resort, Phippsburg, Maine
- Four Red Sox tickets versus Kansas City Royals with limo transportation
- Celebrate Summer Memories fun in the sun and two nights at the Wequassett Resort and Golf Club
- Seven nights under the Tuscan sun, Manciano, Italy
- Celebrate Summer Memories 4th of July dinner with fireworks
- Two Patriots tickets versus the Bills with parking pass
- Celebrate Summer Memories five-star getaway for two
- Gourmet dinner with hand-selected wines for four at Certo's Trattoria, Chatham, with Chef Tammaro

The generosity of this year's sponsors help Hope Dementia & Alzheimer's Services provide critical services to people dealing with dementia or Alzheimer's disease in the community. This year's sponsors include Wequassett Resort and Golf Club, Independence Park, Cape Cod Five Cents Savings Bank, Atria Woodbriar, Cape Associates, Chapman, Cole & Gleason Funeral Home and Zudy.

For information or to buy tickets to this elegant evening, please visit [HopeHealthCo.org/events](http://HopeHealthCo.org/events), call (508) 957-0254 or email [Giving@HopeHealthCo.org](mailto:Giving@HopeHealthCo.org).

Hope Dementia & Alzheimer's Services offers a wide array of programs for those living with Alzheimer's or a related dementia, their caregivers, and the healthcare professionals and community agencies that support them. The funds raised from Celebrate Summer Memories are used to provide programs to meet the needs of the community, including:

- A telephone helpline
- Educational support groups for caregivers and individuals with memory impairment
- Respite grants
- Memory screenings
- Care management plans and family consultations
- Dementia certification for professionals
- Professional conferences on the latest dementia research
- Programs for family caregivers, community members and agencies
- Referrals to other local resources

## **About HopeHealth**

[HopeHealth](http://HopeHealthCo.org) has been enhancing the quality of life for people experiencing serious illness and loss for more than 35 years. In 2012, Alzheimer's Services of Cape Cod & the Islands affiliated with the non-profit organization to enhance and expand its programs and community services. Today, the non-profit organization delivers a wide range of services for people with serious illness and their families. The HopeHealth family of services in Massachusetts includes: Hope Hospice; Hope HouseCalls; [Hope Dementia & Alzheimer's Services](http://HopeHealthCo.org) and Hope Academy. The Massachusetts Pain Initiative is an affiliate of the organization. Learn more by calling (800) 642-2423 or visiting [HopeHealthCo.org](http://HopeHealthCo.org).

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