



168 North 100 East, Ste.104  
St. George, Utah 84770

## NEWS RELEASE

**CONTACT:** David J. Moore, Development Director  
Memory Matters  
(435) 319-0407, Fax (888) 959-2340  
david.moore.mmu@gmail.com

**FOR IMMEDIATE RELEASE**

### **MEMORY MATTERS INVITES LOCAL RESIDENTS TO STAY HOME FOR THEIR GALA EVENT!**

**ST. GEORGE, UT — DECEMBER 5, 2016** — Memory Matters Utah (*Formerly the Alzheimer's & Dementia Society*), will hold its inaugural Memory Matters Gala non-Event beginning in December. The "Gala non-event" invites patrons to donate to Memory Matters Utah and forgo the expensive night out: no expensive tickets, no tux to rent, no evening gown to buy, no babysitter to pay, no rubber chicken to eat. You can support Memory Matters Utah without leaving the comfort of your easy chair. "Providing seniors and caregivers with memory resources, education and support shouldn't require generous people go through a huge, expensive ordeal," said LuAnn Lundquist, Memory Matters Utah Founder and Director. Memory Matters Utah is a nonprofit organization operating in southern Utah and Nevada that provides resources, education and support to local seniors with memory loss and respite for caregivers. "We could have thrown an extravagant fundraiser worthy of our cause... but that's not Memory Matter's style. Our style is to keep things low-cost and effective," said David Moore, Memory Matters Development Director. "So instead of our amazing volunteers spending weeks planning the details of a fabulous black-tie fundraiser, we're going to keep the team focused on providing compassionate support for those affected in our community. Instead of asking donors to spend their Friday night in a rented tux or uncomfortable heels, we are asking generous benefactors to donate to our cause only a portion of what such a night might have cost."

All proceeds donated to the Memory Matters Gala non-Event support local programs and services for Alzheimer's, dementia patients and their caregivers. To reserve your virtual seat at the Memory Matters Gala non-Event with your self-determined ticket price (donation) visit us online at: [www.memorymattersutah.org](http://www.memorymattersutah.org), Click on "Support Our Cause"; Call our office at (435) 319-0407; or send a Check or Money Order to:

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*Memory Matters Utah (formerly the Alzheimer's & Dementia Society) is 501(c)(3), nonprofit organization. Our mission is to reduce isolation and improve wellness for individuals with dementia and their caregivers through activities, support, education and consultation. Learn more at: [www.memorymattersutah.org](http://www.memorymattersutah.org)*

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