

From: Alzheimer's Association <info@alz.org>
To: Kester, Tonykester@aging.sc.gov
Date: 5/1/2015 2:00:02 AM
Subject: HSN supports the fight against Alzheimer's disease

Learn more about its commitment.

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HSNi Cares is supporting the Alzheimer's Association® through three of their brands — HSN, Ballard Designs and TravelSmith. HSN Cares will launch the new Rita Hayworth Jewelry Collection, inspired by Hayworth's favorites. From May 1-10, 10 percent of sales from the collection will be donated to the Alzheimer's Association. As part of the campaign, HSN, Ballard Designs and TravelSmith customers will be invited to make a donation at checkout*.

Additionally, on May 8, Alzheimer's Association Chief Science Officer Maria Carrillo will join HSN from 7-9 p.m. ET to guest host a program featuring the Rita Hayworth Collection and share the facts about Alzheimer's disease.

[Learn more](#) about this generous campaign and the company's commitment to raise awareness and funds to help us achieve our vision of a world without Alzheimer's disease.

**100 percent of your donation through HSN Cares will benefit the Alzheimer's Association. HSN customers who make a donation of \$10 or more to the Alzheimer's Association at HSN from 5/1/15-5/10/15 will receive \$10 in HSN Spendable Ka\$h to be redeemed from 6/1/15-6/21/15. HSN will donate 10 percent of the purchase price from all items in the Rita Hayworth Collection, up to \$35,000, to benefit the Alzheimer's Association, from 5/1/15-5/10/15. HSN will donate to the Alzheimer's Association \$2,500 when 5 million arcade tickets are redeemed on the HSN arcade for this cause at HSN.com/Rewards from 5/1/15-5/10/15. 100 percent of donations through Ballard Designs from 4/23/15-5/25/15 and TravelSmith from 4/23/15-5/16/15 benefit the Alzheimer's Association.*

The Alzheimer's Association is the world's leading voluntary health organization in Alzheimer's care, support and research. Our mission is to eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer's disease®.

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