

**From:** [Alzheimer's Association <info@alz.org>](mailto:info@alz.org)  
**To:** [Kester, Tonykester@aging.sc.gov](mailto:Kester, Tonykester@aging.sc.gov)  
**Date:** 5/26/2015 4:45:50 AM  
**Subject:** \$1 million can become \$2 million for the Alzheimer's Association

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Time is running out — help us meet our match goal

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Dear Tony,

Imagine the impact that \$1 million could have in the fight against Alzheimer's disease. Think of the advancements, progress and momentum toward a cure. [Now DOUBLE that](#).

An anonymous donor from California has agreed to match all gifts made to the Alzheimer's Association up to a total of \$1 million — but only if we can raise that amount by June 15, 2015. Her generous gift will enhance local care and support services as well as Alzheimer's Association international research efforts.

Right now, we're so close to reaching our matching gift goal, but we still need your help.

[Please give to our Spring Matching Gift Challenge](#) to

help provide twice the Alzheimer's research, support and care. Your gift of \$35 can become \$70, or your gift of \$60 can become \$120 when it's matched — but only before June 15, so please don't wait.

**Your donation can  
go twice as far**

**\$35 → \$70**

**\$60 → \$120**

**\$120 → \$240**

**DONATE NOW →**

Your donation during this special Matching Gift Challenge can have twice the impact and support our mission 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.

Please take advantage of this limited chance to join our benefactor and [make an urgently needed gift](#) that can help us move closer to our vision of a world without Alzheimer's disease. Thank you.

Sincerely,

Donna McCullough  
Vice President

P.S. This matching gift opportunity is only available for a limited time, and your support is greatly needed, [so please act now](#) to ensure that your gift is matched dollar for dollar. Thank you.

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®.

Alzheimer's Association National Office, 225 N. Michigan Ave., Fl. 17, Chicago, IL 60601

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