

Presents...

14th Annual



**MYSTERY,
MALT & MERLOT**

Friday, March 30, 2012

5:30 PM

Conference Center
at the Holiday Inn
Liverpool, New York

Your Company's Support Will Be Widely Promoted

Thousands of business and community leaders, medical professionals, the Upstate Medical University leadership and employees, all receive several event mailings promoting your company, product or service. At the event hundreds of attendees receive a program promoting your support. Mystery, Malt & Merlot and its corporate sponsors are also promoted in local media, *The Advocate Review*, *Upstate Medical University Newsletters*, and in the Advocate website.

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Contact us at 464-5610

Department of Neurology
at Upstate Medical University

Help those with ALS... also known as Lou Gehrig's Disease

Your Support
Helps Our
2012 Key
Recipient

Your generous support of the Advocates 2012 Mystery, Malt and Merlot Fundraiser will benefit the Amyotrophic Lateral Sclerosis (ALS) Treatment and Research Center at SUNY Upstate Medical University. The ALS Treatment and Research Center provides comprehensive, multidisciplinary care to ALS patients, and is actively involved in clinical trials to evaluate experimental treatments for patients with ALS.

Amyotrophic Lateral Sclerosis (ALS), commonly known as Lou Gehrig's disease, is a progressive neuromuscular disease that attacks nerve cells and pathways in the brain and spinal cord. ALS destroys the motor neurons that control essential voluntary muscle activity. When motor neurons are destroyed, the muscles lose their nerve input, shrink and eventually die. This leads to weakness and eventual paralysis of the majority of muscles, including those that control speech, swallowing, walking and breathing.

ALS affects approximately seven persons per 100,000. Of those affected by ALS, 10% have a family history of the disease, while the other 90% have a completely sporadic onset. The life expectancy after diagnosis, on average, is three to five years. With recent and ongoing research efforts and improved medical care many patients are living longer and experiencing more productive and fulfilling lives.

The cause or causes of this disease are unknown and, there is no cure. Your participation will directly support the ALS Treatment and Research Center at Upstate Medical University, the only facility to offer comprehensive care and a multidisciplinary clinic in the Central New York region. Your financial support in this fundraising event will help the ALS Treatment and Research Center Team to provide:

- Neurological examinations to confirm the diagnosis, monitor the progression of the disease and provide symptom management.
- Evaluation and continuity of care by all members of the multidisciplinary team to maximize patient quality of life, independence and safety. Care provided by the multidisciplinary team includes physical and occupational therapy, communication needs assessment, pulmonary evaluation, nutrition and dietary guidance and social work services.
- Telephone consultation to patients, caregivers, and families.
- Assistance and coordination of care in the patient's community.
- Home visits by various team members.
- The opportunity for patient participation in current clinical trials.

An Evening of Fun and Intrigue at Mystery Malt & Merlot

Enjoy an evening of mingling as the mystery unfolds upon your arrival and progresses towards a solution. Sample New York State wines and local microbrewery beers! Keeping with tradition, guests gather clues to solve the mystery created by our hosts, Ted and Amy of 93Q. Enjoy lively bidding on more than 100 silent auction items. Following a delicious dinner, Ted and Amy take center stage to unravel the mystery and announce the winner. A live auction follows with a dessert-wine tasting capping off the evening!