

*******MEDIA ADVISORY*******

For Immediate Release

Buddy Stall to Emcee Alzheimer's Association Literary Luncheon
Notable Authors include Marcelle Bienvenu, R. Stephanie Bruno, Joanne
Mehrtens & Pat Roig, and Judy Garwood

WHAT: The Alzheimer's Association is pleased to announce that some of Louisiana's most renowned authors are helping to raise the funds needed to continue to provide resources to the more than 83,000 Louisiana residents presently being affected by the disease. This year's fundraising goal is \$25,000.

Best-Selling Author and Louisiana personality Buddy Stall will serve as Luncheon Master of Ceremonies. Mr. Stall states that "New Orleans' and Louisiana's history is more entertaining than fiction."

Guest authors include:

- **Marcelle Bienvenu** Cookbook author and Times-Picayune food column writer shares delicious ingredients of wisdom with her works, *Who's Your Mama?*, *Are You Catholic and Can You Make a Roux?*, *Who's Your Mama...(The Sequel)*, and *Cajun Cooking for Beginners*. Co-author of the popular post-hurricane Katrina hit, *Cooking Up a Storm*.
- **R. Stephanie Bruno** Times-Picayune "Street Walker" columnist and award winning historic preservationist presents her best in the book, *New Orleans Streets*.
- **Joanne Mehtens and Pat Roig** Friends and teachers who have written a series of children's books including, *The Beignet That Almost Got Away* and *Counting Around the Neutral Ground* to teach their classes about New Orleans.

- **Judy Garwood** Former Wall Street Journal staff member and romance author discusses a caretaking journey for her parents with *Mama, I'm Here*.

WHEN: Friday, May 13, 2011
11:30 a.m. – Authors' Reception
12:00 noon – Luncheon and Remarks

WHERE: Poydras Home
5354 Magazine Street (Entrance on Jefferson Avenue)
New Orleans, LA

About Poydras Home:

Located on [three scenic acres in Uptown New Orleans](#), Poydras Home is a [501\(c\)\(3\) nonprofit organization](#) operating as continuing care retirement community that has been serving the needs of the local area [since 1817](#). Poydras Home is known nationally for its [quality of care and innovative programs](#) that allow our residents to enjoy life to the fullest in a [beautiful and historic setting](#). From [independent living](#) to [highly individualized care](#), Poydras Home is the only full continuum of care community with [a specialized Alzheimer's Unit](#) and an [adult day program](#) in the Greater New Orleans Area.

WHY: The Alzheimer's Association is the 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. Presently, more than 83,000 people in Louisiana are being affected by the disease. Our vision is a world without Alzheimer's disease.

TICKET INFORMATION: Tables of 8: \$750; Tables of 6: \$500 Prime Seating: \$150 Seating: \$100

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