



**Alzheimer's Greater Los Angeles Presents  
*Breaking Boundaries* and *Caring Hearts* Awards  
At 2017 Visionary Women's Awards Luncheon**

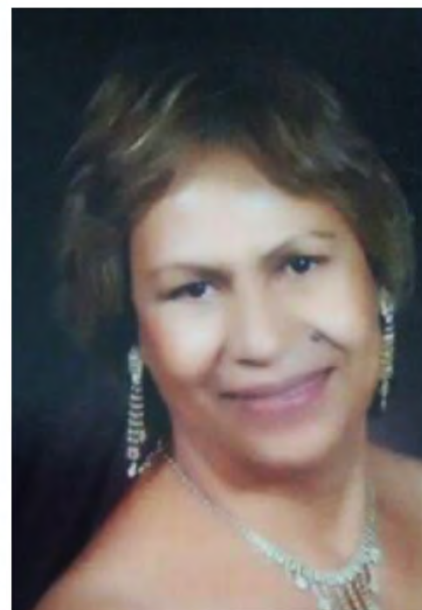
***Angelenos Honored for their Innovation, Generosity, and Compassion***



**JESSICA SILVETTI**



**CONNIE KEITER**



**ALICIA GONZALEZ**

**Los Angeles, CA** (October 19, 2017) - Alzheimer's Greater Los Angeles (ALZGLA), the *only* local, full service, dementia focused nonprofit with 36 years of experience, will present the *Breaking Boundaries Awards* and *Caring Hearts Award* at the annual Visionary Women's Awards Luncheon, November 9, 2017, at Riviera Country Club, Pacific Palisades. The awards recognize individuals that provide inspiration, innovation and support to the issues of Alzheimer's disease and other dementias, in the Los Angeles community. Writer and director, Jessica Silvetti, and philanthropist Connie Keiter, will receive the *Breaking Boundaries Awards*. Alicia Gonzales, a caregiver, will receive the *Caring Hearts Award*.

Attendees will gather at 10:30 a.m. for a champagne reception and boutique shopping experience; a percentage of proceeds to benefit ALZGLA. The luncheon and awards program begins at noon. Daniel Faltus, the consummate performer, musician, conductor and host emcees, and guitarist Jack Kovacs will perform. Erin Glennon and Andrea Norcross co-chair the 2017 Visionary Awards Luncheon, and lead a planning committee of volunteers.

The Visionary Women of ALZGLA acknowledge that women are at the epicenter of Alzheimer's disease; women in their 60's are twice as likely to develop Alzheimer's as they are to develop breast cancer, and two-thirds of caregivers for those with Alzheimer's are women. "The Visionary Women's Awards luncheon recognizes and honors those people that go above and beyond for our community, and the more than 250,000 Angelenos suffering from Alzheimer's and related dementias," said Heather Cooper Ortnier, President and CEO of Alzheimer's Greater Los Angeles. "Jessica Silvetti, Connie Keiter and Alicia Gonzalez have all committed their time, creativity, resources and tremendous compassion to our community, in the service of some of our most vulnerable citizens. They are a true source of inspiration and hope to ALZGLA and our supporters".

The *Breaking Boundaries Award* recognizes innovative, creative or ground-breaking efforts in Alzheimer's issues. Jessica Silvetti wrote, produced and directed *Lost Memories/Recuerdos Perdidos*, a bilingual web series that spotlights

Alzheimer's disease and the impact on the Latino community. The action follows the Ramirez family, as they navigate the emotions and challenges of Abuela Gloria's Alzheimer's diagnosis. The characters and plot were inspired by the real-life experiences of ALZGLA case managers and caregivers. Now available online, *Lost Memories/Recuerdos Perdidos* is garnering attention at several film festivals. The telenovela provides important and timely information in an appealing format to the Hispanic community, which often lacks necessary information about Alzheimer's disease and available services.

Connie Keiter, a generous supporter of ALZGLA, as well as the UCLA medical center, will receive a *Breaking Boundaries Award*. Keitner turned to ALZGLA after her husband Bud began to experience troubling memory and cognitive issues. In appreciation for the services that ALZGLA provided to her family, and provides to all Angelenos facing the challenges of Alzheimer's and other dementias, she funded Connie's Challenge. This 2017 program is a matching gift up to \$250,000, to benefit ALZGLA's family support programs and services. Her generosity will help ensure that ALZGLA services can remain free of charge to all members of the community

The *Caring Hearts* award honors those unsung heroes whose selfless efforts bring comfort and inspire others. Alicia Gonzalez is a mother, grandmother, cousin, widow and caregiver. A single mother, Gonzalez is a professional caregiver, beloved by her elderly clients and their families. Her skills became invaluable when her two elderly cousins and her next-door neighbor, all developed dementia. They are now in various stages of this progressive disease and despite the demands of family, career, her own health issues, she finds the time, compassion and energy to care and advocate for them all. Her selflessness and passion to assist others, especially older adults with dementia, embodies the spirit of the *Caring Hearts Award*.

#### **About Alzheimer's Greater Los Angeles**

*November is Alzheimer's Awareness Month!* Alzheimer's Greater Los Angeles is the only local full-service, dementia-focused, nonprofit with 36 years of experience and 5 locations serving Greater Los Angeles and the Inland Empire. ALZGLA provides programs and services free of charge to individuals with Alzheimer's and related dementias, their families, caregivers, and the community. Low cost training and education are also offered for professionals. Alzheimer's Greater Los Angeles began as an independent 501(c)(3) nonprofit in 1981. 100% of all Alzheimer's Greater Los Angeles fundraising stays local, focusing on care, support, advocacy, and research across Greater Los Angeles and the Inland Empire.

Alzheimer's is a devastating neurodegenerative disease that weakens the memory and other cognitive and emotional functions. For more information, call the Helpline 24/7 at 1-844-HELP-ALZ or visit [www.alzgia.org](http://www.alzgia.org).

Find Alzheimer's Greater Los Angeles on:

Facebook: <https://www.facebook.com/ALZGLA>

Twitter: @ALZGLA <https://twitter.com/ALZGLA>

Instagram: @ALZGLA <https://www.instagram.com/ALZGLA>

YouTube: <https://www.youtube.com/channel/UCTvy865LjoEi9DJTj-ljVw>

Table packages begin at \$2,500; individual tickets, \$175. Sponsorships packages are available. For more information, please contact Sarah Jennings at (323) 930-6204, or [sjennings@alzgia.org](mailto:sjennings@alzgia.org). For more information about Visionary Women and women4ALZ, visit [alzgia.org/women4ALZ](http://alzgia.org/women4ALZ).

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