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FOR IMMEDIATE RELEASE

The David K. Johnson Foundation and Aine's Boutique bring together 600 woman and raise \$44,000 towards Alzheimer's research at their 4th Annual Fashion show on March 30th.

The evening was emceed by Doug Meehan of Channel 5 and included 2 fashion segments featuring local woman modeling the latest fashion trends, a red-carpet, open bar sponsored by Tito's Hand Made Vodka, Sam Adams Brewery and 90+ cellars. Tito's also generously matched \$5,000 in sponsorships. Guests were treated to appetizers by Professor's Market in Reading, a candy station by Whole Foods, cupcakes from Cupcake City and a coffee bar from Keurig.

Boutique owner, Julie Centrella named the store after her mother who currently suffers from Alzheimer's.

The DKJ Foundation is incredibly grateful for the efforts of Aine's Boutique to help us pull off such an incredible evening, to Austin Prep for donating their space and to all of our event sponsors" said Co-Founder Gregg Johnson.

From the runway to the fairway, next on the horizon for the DKJ foundation is their 17th annual golf tournament on August 14th at Four Oaks Country Club. Registration for golf and sponsorship will be opening the middle of May. "Our focus this year is to increase sponsorships, as we sell out each year for golf. If you or anyone you know would like to sponsor this great event, golf or simply volunteer to be on our committee, please contact us at info@dkjfoundation.org. "said Foundation Director Jen Cote

We invite you to check out our Facebook page to see great images and a video from our Fashion show and visit us at www.dkjfoundation.org to learn more about DKJ and find local resources.

About the David K. Johnson Foundation: Since 2001, The DKJ Foundation has raised money and awareness to support a cure for Alzheimer's and help families affected. They have donated over \$350, 000.00 towards Alzheimer's research and helping families affected. All overhead and operating expenses are paid for by the founders. 100% of the proceeds goes directly to their causes; The primary beneficiaries of their fundraising are Cure Alzheimer's Fund, Sanborn Place, Home Care & Day Services and The David and Susan Johnson Memorial Scholarship. The DKJ Foundation is a nonprofit 501 C 3 organization.

