

## Making Memories | Going Once, Twice, Sold!

### Going Once

When it came to the silent auction at the Keep Memory Alive's 2010 Power of Love gala, it was not a question of "if," but of "which one" for Dave and Brigette Kirvin.

"The KMA team has such an amazing collection of auction items each year, that the hard part is deciding," says Mr. Kirvin.

But one item stood out this year: a week of camp at the Michael Jordan Flight School on the campus of the University of California at Santa Barbara. The Kirvins felt the opportunity would give their 10-year-old son, Jack, a sports nut, the experience of a lifetime. And because the auction item was packaged with a week at the Santa Ynez Marriott, the rest of the family could

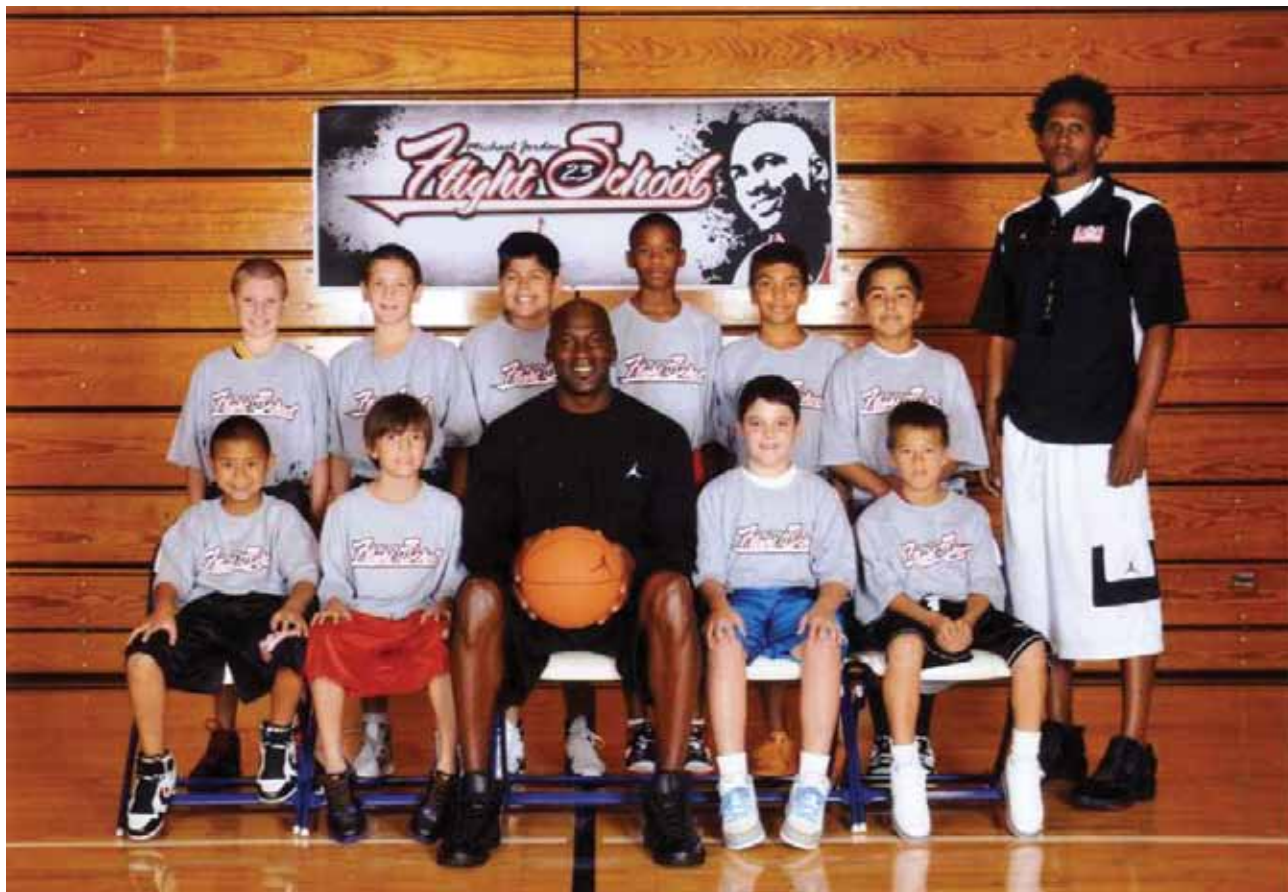
enjoy a week-long vacation that combined the beach and wine country.

"This one auction item would make the whole family happy," says Mr. Kirvin. And indeed it did.

"Jack had a ball. He hung out with new friends, played basketball for an entire week, met Michael Jordan and got his autograph. The rest of us got to tour the wine country, ride bikes and explore Santa Barbara," he says happily. "Fighting brain disease was never easier!"

And next year? "It's his sister's turn," says Kirvin.

*Jack Kirvin- immediately to left of Michael Jordan*



## Investing in Brain Health

### Going Twice

Myra and Brian Greenspun have successfully bid on many unique auction items during the 10 years they have been attending the KMA gala.

“Our motivation has been simple. Larry Ruvo needs funds for his dream of a world-class brain center for our community, and we are in a position to help,” says Mrs. Greenspun.

The Greenspuns had no problem finding an auction item that appealed to them.

“We love boats, so bidding on the Sea Dream cruise was a no-brainer,” she explains. The cruise for the Greenspuns and 80 of their friends departed from Puerto Rico and sailed around the Caribbean.

“After the cruise was over, many of our friends asked, ‘Are we doing it again next year?’” she says.

The couple also won a three-day weekend at Larry Ruvo’s Shakespeare Ranch on the shores of Lake Tahoe. The package included a spectacular dinner prepared by Chef Emeril Lagasse, wine pairings provided by some of the world’s greatest vineyards, a rodeo and numerous gourmet experiences throughout the stay.

The Tahoe trip was a special hit with their grandson. “He began referring to it as ‘Tahoe Camp’ before we ever got there. He still asks when we are going back. I think Larry put him up to it!” Mr. Greenspun says with a laugh.

All joking aside, the Greenspuns feel the auction is an ideal way to raise funds for brain disease research.

“If someone is inclined to help KMA — which they should be, because these dreaded diseases are claiming more and more victims — I can’t imagine a better way to help than buying the Sea Dream experience or the gratifying, personal thrill of the Shakespeare Ranch on Lake Tahoe,” he says.

### Sold!

The next Power of Love gala will be held on Saturday, February 26, 2011. If you would like to bid on the truly unique auction items available at this gala, you may:

- Purchase a ticket to attend the event by calling 702.263.9797
- View the auction catalog online at [keepmemoryalive.org](http://keepmemoryalive.org) and phone in a bid



*The crew of the Sea Dream offers a warm welcome to Myra and Brian Greenspun and their guests*



*Brian Greenspun and friends alongside the Sea Dream*