

Contact: Jim Maggio  
Direct Line 831-662-7109  
[jim@seascaperesort.com](mailto:jim@seascaperesort.com)

## **FOR IMMEDIATE RELEASE**

### **A BEAUTIFUL WALK - A WONDERFUL CAUSE**

Seascape Resort-Aptos, CA - It is estimated that this Saturday about 1,000 local residents, volunteers, and sponsors will come together at Seascape Park located adjacent to Seascape Resort and spend part of the day taking steps to end Alzheimer's.

The 15<sup>th</sup> annual Monterey Bay Memory Walk '08 will be held September 27, 2008 and follows last year's record breaking event which raised \$245,000 for the Alzheimer's Association. "This is an event we always look forward to hosting" said resort manager Jim Maggio, "We are happy to supply the equipment and logistics, food, drinks, and applause at the end of the day for a job well done."

Jack Farr, who at the time was president of the Alzheimer Association's Santa Cruz chapter, helped create the event and is very gratified at how well it is doing. "The annual walk has become one of the most successful in the nation." He went on to add "We couldn't have done it without Seascape Resort." As a result of the resort's support, the Monterey Bay Memory Walk historically has one of the lowest costs of any such event in the country. Since that first stroll in 1994 the walk has raised about \$1,700,000.00. With fingers crossed Farr noted that this year they may top two million dollars raised and then said "Almost every penny is spent back right here to help end Alzheimer's."

Annually Seascape Resort ([www.seascaperesort.com](http://www.seascaperesort.com)) plays host to a large number of charitable and fundraising events and supports an even longer list of community and non profit organizations. The resort is a part of the Holcomb family of business interests which includes Palapas Restaurant y Cantina ([www.palapasrestaurant.com](http://www.palapasrestaurant.com)) and Holcomb Real Estate and Development. ([www.holcombrealstate.com](http://www.holcombrealstate.com))

###