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AVALA'S ASSISTS IN THE LAUNCH OF THE PAT SUMMITT FOUNDATION FUND

St. Louis, MO. – December 6, 2011 – Last summer Pat Summitt, the winningest coach in NCAA history, revealed the toughest opponent she will ever face: early onset dementia, Alzheimer's type. Summitt intends to take on this opponent with her signature game plan. Never one to shrink from a challenge, Pat is raising awareness and funds to take on Alzheimer's and help fund research for a cure with the establishment of The Pat Summitt Foundation Fund. "It is time to treat this obstacle as an opportunity – and a stepping stone to a cure" she said.

The AVALA Marketing Group is honored to have developed the brand strategy, creative design, website to drive online donations and social media infrastructure for The Fund which was announced by ESPN on November 27, 2011 at the Tennessee Lady Volunteers vs. Baylor game. Each attendee had a postcard inside a "We Back Pat" plastic cup in their seat.

Summitt's team said, "AVALA has been awesome to work with on this project!" Steve Pizzolato, President of AVALA, commented, "This cause is very important to me personally, as several generations of relatives in my family have been stricken with Alzheimer's. Anything we can do to help raise money to find a cure is a worthy endeavor."

The launch was a huge success. Both corporations and individuals alike are showing their support by donating, undertaking fundraising efforts and following The Fund on Facebook and Twitter. And this is just the beginning. Plans are in the works for additional web enhancements including a store front to sell "We Back Pat" gear.

Today 5.4 million American are living with Alzheimer's. Every 69 seconds another American is diagnosed and over the next 40 years, it's estimated that as many as 16 million American will have the disease.

If anyone can conquer this opponent it is Pat Summitt, who just yesterday was named Sports Illustrated Sportswoman of the Year.

To learn more about or donate to The Pat Summit Foundation Fund, visit <http://patsummitt.org/> or hear Pat and her son Tyler announced the Fund and describe their plan of action to conquer Alzheimer's on YouTube at: <http://www.youtube.com/user/PatSummittFoundation?feature=guide>.

About AVALA: *Established in 1997, The AVALA Marketing Group is a full service marketing agency that specializes in research and analysis, creative services, interactive strategies, database marketing, channel enrichment and customer satisfaction measurement. For more information visit: www.avalamarketing.com.*

About The Pat Summitt Foundation Fund: *The Pat Summitt Foundation believe no family should have to hear a diagnosis like Pat's: early onset dementia, Alzheimer's type. The Fund will make grants to nonprofits which provide: 1. Education and awareness of Alzheimer's, its onset and treatment, 2. Support service to patients, their families and caregivers; and, 3. Research to treat, prevent, cure, and ultimately eradicate this disease. For more information visit: <http://www.patsummitt.org/>.*