

November 12: BeatLeukemia Ball presented by McGladrey

Contributed by Sharon Adams
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Cru Hosts the Kick Off for the 9th Annual BeatLeukemia Ball

presented by McGladrey benefiting LeukemiaTexas

Cru ‐ A Wine Bar in West Village hosted the kick-off celebration for the 9th annual BeatLeukemia Ball recently, where some exciting announcements were made.

“This is THE most fun you will have at a gala,” said Janie Condon, who is co-chairing the ball with cousin-in-law, Kim Miller. “The Fab Four will have you dancing all night. Last year we closed it down way after midnight.”

For those who don’t know, The Fab Four - The Ultimate Tribute to The Beatles! is the spectacular musical show for which The BeatLeukemia Ball is renowned and patrons look forward to it every year.

Slated for Saturday, November 12 at the Hilton Anatole Chantilly Ballroom, this high energy event promises no long speeches, loud auctions or lengthy raffles; just great food, great entertainment and great fun ‐ all for a great cause!

“We are honored to announce McGladrey as our presenting sponsor again this year,” said Stephen Young, executive director for beneficiary, LeukemiaTexas. “98.7 KLUV is also returning as a sponsor and has joined with American Airlines to offer a spectacular prize package, so brush up on your music trivia. The table that wins this year’s music trivia contest receives round-trip airfare on American Airlines for each person at the table, a value of \$9,000.”

After much applause, Young asked if anyone knew the connection between the Beatles and honorary chairs Julie and Jim Turner. The room went quiet. It seems that in 1967 Paul McCartney wanted to name the Beatles’ new album Dr. Pepper’s Lonely Heart Band, but was advised against that, since the name Dr. Pepper was already taken. So, it became Sergeant Pepper’s Lonely Heart Band.

Tickets and sponsorships are available now. See fact sheet below.

Photo: Jacob Dunn, Manager, Cru; Stephen Young, Executive Director, LeukemiaTexas; Kim Miller, Ball Co-chair; Lina Street, Cru; Janie Condon, Ball Co-Chair; Julie Turner, Honorary Chair; Roger Hendren, McGladrey, Presenting Sponsor, BeatLeukemia Ball 2011.

The BeatLeukemia Ball presented by McGladrey benefits LeukemiaTexas

LeukemiaTexas is an independent, nonprofit corporation dedicated to improving the lives of those with leukemia through the funding of research and patient aid exclusively in Texas.

Through its Research Grant program, LeukemiaTexas awards grants for translational research to advance the understanding and treatment of this life-threatening blood cancer.

This research has been conducted at Baylor Research Institute, UT Southwestern, MD Anderson and UT San Antonio Health Science Center. Its results have been recognized with publication in such leading journals as the Proceedings of the National Academy of Sciences and the Journal of the American Medical Association.

Through its Patient Aid program, LeukemiaTexas provides much-needed financial assistance to leukemia patients to pay for their treatment expenses.

Founded in Dallas in 1970, LeukemiaTexas is not affiliated with any other leukemia or charitable organization. The majority of its contributions are from special events including The BeatLeukemia Ball.

What/When: The 9th annual BeatLeukemia Ball will be held Saturday, November 12, 2011 at the Hilton Anatole’s

Chantilly Ballroom.

Sponsor: Returning as the Presenting Sponsor is McGladrey, the 5th largest provider of assurance, tax and business consulting services in America.

Who: The 2011 Ball Co-Chairs are Janie Condon and Kim Miller. 2011 Honorary Chairs are Julie and Jim Turner.

Attire/Event Timing: Attire is black tie or Sgt. Pepper chic. The evening begins at 6:30 PM with a cocktail reception followed by a seated dinner. At 9 PM guests will enjoy dancing and the spectacular musical show for which The BeatLeukemia Ball is renowned, starring The Fab Four – The Ultimate Tribute to The Beatles!

The BeatLeukemia Ball is a high-energy event! There are no long speeches, loud auctions or lengthyraffles; just great food, great entertainment and great fun – all for a great cause!

Tickets: Underwriting begins at \$1,000. Individual tickets are \$250 each. Visit the web site below for details and benefits.

Information: To find out more about the Ball or to register online, please visit www.beatleukemia.org or call LeukemiaTexas at 214-265-7393. To see a highlight video of the Ball on YouTube – just search “beatleukemia.”