

What is ALS?

Amyotrophic Lateral Sclerosis (ALS) also called Lou Gehrig's disease is a progressive neuromuscular disease that affects the brain and motor nerves, which eventually destroys the voluntary and involuntary muscles of the body.

Over time, the affected person loses the ability to walk, drive, eat, breathe independently, or perform activities of daily living such as grooming, bathing, etc. Eventually, they will require the use of canes, walkers, manual and power wheelchairs, communication devices and possibly depend on a ventilator to breathe.

The average life expectancy of a person diagnosed with ALS is 2-5 years. During the last stages of the disease, a victim's family will spend as much as \$200,000 per year to fight it.

What is Project Red Light?

Beth's family and friends were not about to let those challenges get in the way of pursuing treatments, so *Project Red Light* was formed. The group chose their name to remind supporters to "Stop in the Name of Hope." Their vision is to build a community locally, statewide and even nationally that supports individuals, their families and friends who are living with and fighting the effects of ALS. *Project Red Light* can achieve their vision through fundraising events, direct daily support of ALS patients and educating the general public through grassroots community involvement and the utilization of technologies such as the worldwide web. They are furthering their efforts by coordinating with state and national groups to communicate and promote a national agenda.

prl4hope.org

The Fashion Event

Thursday, March 18

Beth's Boutique Presale 5:00-6:00

Cocktail Social Silent Auction 6:00

Fashion Show 7:00

Live Auction 8:00

**\$50 Per Ticket
Benedict's Plantation
1144 Lovers' Lane**

**The Boutique will also be
offered Friday and Saturday,
the 19th & 20th in the front
house of Benedict's from
10:00-1:00**

The Fashion Event

Benefiting Beth Crutcher Giacone

Name: _____

Address: _____

City: _____

State : _____ Zip Code: _____

Telephone: _____

Email Address: _____

I'd love to attend! _____ # of tickets: _____

I can't attend but would like to make a donation
and/or have further information sent to me. _____

Amount enclosed: _____

Check Number: _____

Please send this form with your donation to:

The Fashion Event Fundraiser
c/o Tracy McNeil
485 Secluded Grove Loop
Madisonville, LA 70447

Please make all checks payable to:
Project Red Light Special Needs Fund

**To find out more about The Fashion
Event ,contact Nancy Graham 845-0249*

*

About Beth Crutcher Giacone



Beth Crutcher Giacone is a 36year old wife and mother who lives in Madisonville with her husband, Bryan and their son, Joshua. Beth graduated from LSUHSC in 1997, and is a licensed Physical Therapist. There are many great words we can use to characterize Beth Crutcher Giacone; kind-hearted, generous, trustworthy, humble, thoughtful, intelligent, spirit filled, loving mother and wife, and the list goes on.

In the summer of 2003, Beth at age 29 was diagnosed with ALS (Lou Gehrig's Disease). For Beth, the onset of the disease began with weakness in her hands and legs accompanied by muscle fasciculations (twitches) throughout her body. As these symptoms presented themselves, Beth was evaluated and diagnosed by Dr. Stanley Appel at Baylor Medial Center in Houston, Texas. Since her diagnosis, the progression of the disease has resulted in continued muscle wasting and an ongoing decrease in day-to-day functioning abilities. Beth is fighting tirelessly to work through each new challenge she is confronted with, all while maintaining a positive attitude.

Although there is no cure for ALS at this time, on a quarterly basis for the past five years, Beth has traveled to Houston to have the progression of her illness monitored and to be treated with the newest drugs available. Beth's family & friends have joined together to find opportunities to help Beth and her family. It is our goal to help not only the Giacone family, but other families facing this disease.

prl4hope.org

Project Red Light
485 Secluded Groove Loop
Madisonville, LA 70447

Project Red Light Presents:
The 2010
Fashion Event
Thursday, March 18th



And Shop in the Name of Love at
Beth's Boutique
Friday & Saturday,
March 19th & 20th
Benefiting
Beth Crutcher Giacone