



**Louisiana-
Mississippi
Chapter**

Create a world without ALS.

Contact
Emily Hoover
The ALS Association
(225) 381-0087
emily.hoover@alsalams.org.

FOR IMMEDIATE RELEASE

ALS Association Louisiana-Mississippi Chapter Hosts Joie de Vivre Soiree

BATON ROUGE, La., March 9, 2017 - The ALS Association Louisiana-Mississippi Chapter presents its annual auction and gala, the Joie de Vivre Soiree, with honorary chairman Coach Paul Mainieri on March 16, 2017 at the L'auberge Hotel and Casino.

The Joie de Vivre Soiree features dinner, an open bar, live and silent auctions and live music by the John Gray Jazz Trio.

The gala will honor Iron Horse Award Recipients, Glen Wesley and the late Tom Grantham Jr. The award gets its name from ALS champion, Lou Gehrig, as it was his nickname during his legendary baseball career.

The live auction features "Pick Your Paradise" trips to destinations like Bali and Africa, four one-day passes to Disney World and a George Rodrigue "Blue Dog" print among other fun items.

Bidders in the silent auction can win items such as a Trashy Diva dress, autographed sports memorabilia and much more. The silent auction is also available online to those who cannot attend the gala.

There will be 100 Blinky Rings available for \$100 each. All participants' names will go into a drawing, and the winner will win a "Pick Your Paradise" trip of his or her choice.

The "Pot of Gold" will also be available for guests to give any type of contribution they choose - loose change, coupons or gift cards. The Pot of Gold then goes into the live auction and winner takes all.

The Joie de Vivre Soiree benefits people with ALS in Louisiana and Mississippi as proceeds provide them with comfort, care and proper equipment.

Tickets are available for purchase and the silent auction will be accessible at 501auctions.com/alsabr.

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The ALS Association

The ALS Association is the only national non-profit organization fighting Lou Gehrig's Disease on every front. By leading the way in global research, providing assistance for people with ALS through a nationwide network of chapters, coordinating multidisciplinary care through certified clinical care centers, and fostering government partnerships, The Association builds hope and enhances quality of life while aggressively searching for new treatments and a cure. For more information about The ALS Association, visit our website at alsa.org.