

“IN FOCUS”

AIR DATE: March 23, 2014

HOST: Claire Beverly

MAIN ISSUE #1: Seniors' Issues, Health and Safety, Family, Community Events

MAIN ISSUE #1 TOTAL TIME: 30 minutes

MAIN ISSUE #1 PROGRAM SUMMARY:

Memory Matters is a non-profit agency serving families in Beaufort and Jasper Counties who struggle with the devastating effects of Alzheimer's disease and other forms of dementia. Their primary function is daycare as respite time for caregivers but they also offer caregivers counseling and resources, support groups, and memory support activities as well as meals and activities during the day for the clients with memory issue. But due to their long time partnership as a charity of the Heritage Classic Foundation, The PGA TOUR has named Memory Matters the 2013 PGA TOUR Charity of the Year. With that comes not just the national recognition but also \$30,000 grant to help Memory Matters support their Low Wealth Daycare Assistance Program, which provides free or reduced-fee daycare to families in need. We'll talk with the Executive Director of Memory Matters about what they do, and then we'll talk with the Tournament Director of the Heritage about how the PGA came to recognize Memory Matters about the overall charitable commitment of the PGA.

GUEST #1 NAME: Edwina Hoyle

GUEST #1 TITLE: Executive Director

GUEST #1 ORGANIZATION: Memory Matters

GUEST #1 PHONE: (843) 842-6688

GUEST #1 PR CONTACT: none

GUEST #2 NAME: Steve Wilmot

GUEST #2 TITLE: Tournament Director

GUEST #2 ORGANIZATION: The Heritage Classic Foundation

GUEST #2 PHONE: 843.671.2448

GUEST #2 PR CONTACT: Angela McSwain

THIS PROGRAM IS A REBROADCAST DUE TO TIME CONSTRAINTS