

Support *The Longest Day*: District 6 Regional Free Plays for Raffle Winners



What is *The Longest Day*?

The Longest Day is a partnership between the ACBL and the Alzheimer's Association. It is a sunrise-to-sunset bridge event to raise funds for the care, support and research efforts of the Alzheimer's Association. This event asks participants to push themselves to complete 16 hours of a consecutive activity – such as playing bridge. It is one day to honor the strength and courage displayed by people with Alzheimer's and their caregivers every day. By playing bridge, participants can show the world there is a fun game that may help slow the onset of this disease.

When is *The Longest Day*?

This year, *The Longest Day*—June 21, which is the summer solstice and the longest day of the year—is a Wednesday. We have some flexibility to hold our Longest Day games on days other than June 21st days if there is a better time or to coincide with regular club games. For details, here is the address for FAQ page about The Longest Day on the ACBL website:

http://www.acbl.org/clubs_page/special-events/the-longest-day/the-longest-day-faq/

What is the goal of *The Longest Day*?

As The Longest Day's inaugural partner, the American Contract Bridge League (ACBL) has raised more than \$2.4 million for the care, support and research efforts of the Alzheimer's Association. Last year our own District 6 raised more that \$19,000! From sunrise to sunset, members across the country will host tournaments, teach lessons and play multiple sessions to advance the cause. This year's goal is \$500,000.

How are clubs supporting *The Longest Day*?

Clubs register as official Teams—several clubs can join together to create one Team. It is easy to register online—visit www.acbl.org and follow the links to *The Longest Day*.

Based on past years' Longest Day successes, District 6 (D6) will again sponsor D6 Regional Free Plays for the raffle winners, across D6 (MD, VA, and Washington, D.C.).

How can my Team support *The Longest Day* with a raffle?

As part of your fundraising efforts for *The Longest Day*, sell raffle tickets to your club players and the prize of five sessions or a value of \$60 of free plays to either of the three D6 Regionals held before the end of this calendar year will be sent to the winner. The specific “Conditions of Contest” are as follows:

- ❖ Your Team must sell at least \$500 worth of raffle tickets. **AND like last year**, for every additional \$1,000 your team raises, you may draw additional winners from the raffle pool! In other words, if you raise \$500 you may draw one winner. If you raise \$1,500 you may draw two winners. If you raise \$2,500 you may draw three winners. And so on in increments of \$1,000 in donations.
- ❖ You may set whatever price you wish for the tickets—\$1 each, \$5 each, 3 for \$10, whatever—the choice is yours based on your local “market”
 - You must donate the value of your raffle earnings to the Alzheimer’s Association through the procedures explained on *The Longest Day* website, and send a copy of your receipt to Jane Farthing in D6—Jane’s contact information is jane.farthing@gmail.com, cell: 703 850-9635
- ❖ Again this year, the Free Plays are transferable!
- ❖ Jane will mail the personalized five Regional Free Plays directly to the raffle winner(s). If the raffle winner chooses to give some or all of the free plays won through *The Longest Day* raffle to someone else to use, it is the responsibility of the winner to get the Free Plays to that person.
- ❖ The Free Plays must be used by November 19, 2017 at any of the three D6 Regionals that occur after *The Longest Day*. The Free Plays are non-refundable. Regional locations and dates are:
 - National Capital Regional, Bethesda, MD—July 3-9, 2017
 - The Hunt Valley Regional near Baltimore, MD—August 7-13, 2017
 - Chesapeake, MD—November 13-19, 2017
- ❖ D6 is committed to providing Regional Free Play prizes (as outlined above) for all Teams that meet the Conditions of Contest.

Good Luck & Have Fun!