



FOR IMMEDIATE RELEASE:

**AUEN FOUNDATION GRANT WILL ADD ANOTHER SUPPORT GROUP
FOR MATURE ADULTS AT GILDA'S CLUB DESERT CITIES**

Palm Desert, Calif., (Nov. 9, 2010) –Thanks to a generous grant from the Auen Foundation, Gilda's Club Desert Cities will add an additional cancer support group to its long list of services. The support group is designed for caregivers of cancer patients, who are often spouses and other family members. Because 59-percent of Gilda's Club members are mature adults, often these caregivers are also members of the aging community and are looking for peer-to-peer interaction. Supporting services such as this advances the Auen Foundation's mission to enhance the quality of life for the aging population.

The \$20,000 grant will also launch a redesigned website, develop social media tools, and enhance the Club's video – all to assist the local Club in reaching out to cancer patients, survivors and their families. Upcoming, the grant will also sponsor several Gilda's Club members to attend the annual **"Gilda's Gift of Giving" Luncheon, Boutique and Fashion Show,** being held Friday, November 19, 2010 at Westin Mission Hills Resort & Spa.

"We are extremely grateful for the gift presented to us by the Auen Foundation," said Paula Kennedy, President and CEO of Gilda's Club Desert Cities. "Gilda's Club members are advocates in their fight against this disease, and the Auen Foundation's grant provides more tools for that fight. The Auens are true humanitarians."

Gilda's Club, named for actress & comedienne Gilda Radner, who died of ovarian cancer at the age of 42, provides cancer patients, survivors and family members a place to share their experiences, enjoy programs and fellowship, and meet needs regardless of their prognosis.

"Gilda's Club Desert Cities is providing programs exactly aligned with founding principles of the Auen Foundation," said Sherrie Auen, the Foundation's Program Director. "We, like Gilda's, strive to raise awareness of the precious-end-of-life stage by supporting the social needs of mature adults and their families. Ours hats are off to all that Gilda's contributes to the Coachella Valley."

For more information about the Auen Foundation, go to www.auenfoundation.org. For more information about Gilda's Club Desert Cities call (760) 770-5678 or visit www.gildasclubdesertcities.org.

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About the Auen Foundation:

Established in 1992, *The Auen Foundation is dedicated to enhancing the overall quality of life of the aging population and raising awareness of the precious-end-of-life stage. We support charitable programs and services aimed at meeting the social needs of mature adults and their families.*

Gilda's Club Desert Cities:

*A community of people whose lives have been touched by cancer... all types of cancer. It's a community of people who have found strength, comfort, and inspiration by sharing their experiences. Women, men, and children; Friends and family; Volunteers and donors; Discovering a place where we can all come together, **AT NO COST**, to re-charge our spirits and our souls with **FREE PSYCHOSOCIAL CANCER SUPPORT.***