



FOR IMMEDIATE RELEASE

**Contact:**

Bruce Asanoff  
ACSIA Partners LLC  
bruce.asanoff@acsiapartners.com  
407-478-1790

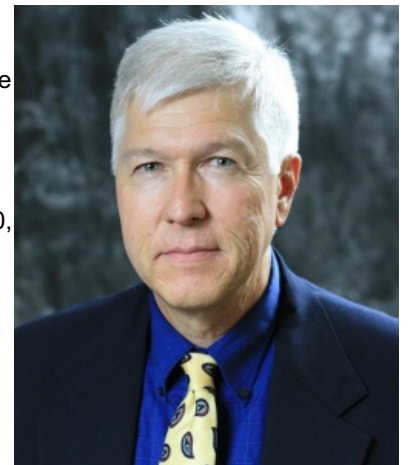
## **ACSIA Partners LLC Hosts "Wiggin' Out" Event to Raise Awareness and Dollars to Help Fight Alzheimer's Disease**

**Bruce Asanoff, based in FL, says the aim is to highlight the growing need for caregiving while Alzheimer's treatments are sought**

Winter Springs, FL January 20, 2016 – Wearing smiles and purple wigs, a gathering of normally serious professionals mingled festively in "Wiggin' Out," a fundraising event held at Maggie Mae's in Austin, Texas, Saturday evening, January 16. "We achieved two objectives," says Bruce Asanoff, Winter Springs-based agent with ACSIA Partners LLC, hosts of the event. "First, we raised some money to help fight Alzheimer's. And second, we raised awareness of the growing need for long-term care as the disease progresses."

Held in conjunction with the company's annual national conference, "Wiggin' Out" raised \$19,000, which will be donated to the Alzheimer's Association. The contributions were from participating insurance companies as well as ACSIA Partners, company agents, and the CEO.

The mind-robbing disease is a growing threat. Together with other forms of dementia, Alzheimer's afflicts one in nine American's age 65 and older; and one in three age 85 and older. At present it can't be prevented, cured, or even slowed, the association reports. So casualties could swell in the years ahead. From 2000 to 2013, death attributed to Alzheimer's increased 71%.



"At ACSIA Partners LLC Partners we're glad to support the vital work of the Alzheimer's Association," says Asanoff. "We're also glad to make a difference for families right now. We can't do anything about the disease itself, other than donate, but we can help families plan for associated long-term care services, which can be substantial."

"As Alzheimer's progresses, people may forget to eat, or have trouble bathing or toileting," Asanoff explains. "Someone will have to help them, either a family member or paid professional. Planning for this can really help, personally as well as financially."

"Wiggin' Out" was attended by Hollywood actors, 150-plus company agents, and assorted guests. The event was part of a three-day company conference that included keynotes by the co-producers of "It Snows All the Time" (a feature film about Alzheimer's), and breakout sessions on long-term care planning.

Co-producers Brett Cullen and Erich Hover also play lead roles in the film. Cullen is best known for starring roles in "Apollo 13," "The Dark Knight Rises," "42" and "The Guilt Trip" with Barbra Streisand. Hover had his first movie break acting alongside Brad Pitt and Philip Seymour Hoffman in "Moneyball." His experience with Alzheimer's in his family motivated him to co-create "It Snows All the Time."

Donations to the Alzheimer's Association may be made at [http://www.alz.org/join\\_the\\_cause\\_donate.asp](http://www.alz.org/join_the_cause_donate.asp).

Bruce Asanoff is a leading long-term care agent serving consumers and organizations in AL, AZ, FL, GA, MA, MI, PA, TX, VA. "We're glad to help them find the best, most affordable solution for their situation," Asanoff says. "In addition to long-term care insurance, today's options range from critical illness insurance to annuities and life insurance with LTC riders."

Information is available from Asanoff at [bruce.asanoff@acsiapartners.com](mailto:bruce.asanoff@acsiapartners.com), <http://freedombenefitsinltc.com/> or 407-478-1790.

In California the company is known as xACSIA Partners Insurance Agency; in other states, as ACSIA Partners.

###