



American Contract  
Bridge League

Dear Team Captain,

Thanks for helping use the summer solstice to recognize the health benefits of bridge. As in the past, we plan to partner with the Alzheimer's Association® and raise funds as the inaugural Global Team of its annual The Longest Day® event.

The money we gather via The Longest Day helps fund the Association's care, support and research efforts. This year, the Association has offered to encourage research that directly ties the mental and social benefits of bridge to health. The event also gives you an opportunity to promote bridge in your community, both for these health benefits and as a focal point for caring and generous behavior. Many clubs have received praise and attention for their events in previous years.

This year, you can pick any day from June 17-24, 2018, to participate on or near the longest day of the year. You can host beginner lessons or social games or raise funds through events like a silent auction or a raffle. Many clubs have found that a marathon format works well — where players get pledges that grow as they continue to play. Please note that games played during this event earn upgraded masterpoints.

We know that organizing an event can be a challenge, but we're here to help. Our Team Captain Guide takes you through each step, including generating press coverage. We also have ad templates that are pre-approved to receive partial reimbursement through our Cooperative Advertising Program. These templates are available in the ACBL Resource Center at [acbl.org/resourcecenter](http://acbl.org/resourcecenter).

Over the last five years, bridge players have raised \$3.5 million for this worthy cause through donations and table fees. The Association has recognized the quality of our contribution and has expressed its interest in having its local chapters directly support our effort. Let's work together to help win the fight against Alzheimer's.

Sincerely,

Joseph B. Jones  
American Contract Bridge League