Audience: All bridge players in your email list

Subject: Let’s work to beat Alzheimer’s on The Longest Day!

Timeline: 6-8 weeks before your event

Dear fellow bridge players,

Research has shown that participating in mentally stimulating games, like bridge, may help to keep your brain healthy as you age. That’s why [CLUB NAME] has registered to put our passion to good work on The Longest Day®, an annual Alzheimer’s Association® fundraising event.

**Save the date**

If you haven’t already, mark your calendar for **[DATE OF EVENT]**, and plan to play bridge to raise awareness and funds to fuel the care, support and research efforts of the Alzheimer’s Association. If you can’t participate, please visit our fundraising page at [LINK TO TEAM PAGE] to make a donation.

Thanks for your support!

[NAME]

*If you’re interested in helping or volunteering on The Longest Day, contact [CONTACT NAME/NUMBER/EMAIL].*