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PRESS RELEASE

For Immediate Release

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Rochester, NY- Crossbridge Financial Group LLC and Canandaigua Financial Group raise \$15,500 for Alzheimer's Association

Crossbridge Financial Group LLC and Canandaigua Financial Group hosted *O' Chocolat!* - Rochester's premier chocolate and wine tasting event on Friday, October 13, 2006 at the RIT Inn & Conference Center to benefit the Alzheimer's Association.

Over 900 people attended the event and enjoyed samplings of chocolate desserts, gourmet food tastings and wine samplings from area wineries, restaurants and bakeries. The event, hosted by Don Alhart of 13 WHAM, also featured a silent auction and a JetBlue raffle.

This event raised \$15,500 for the Alzheimer's Association Safe Return Program™. The Safe Return Program™ is a nationwide identification, support and enrollment program that provides assistance when a person with Alzheimer's or a related dementia wanders and becomes lost locally or far from home.

Over the past five years the *O'Chocolat!* event has raised over \$55,000.00 for local Rochester charities.

For further information contact: Margaret Whitney at Crossbridge Financial Group LLC at (585) 292-0430.

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