



The Genetic Disease Foundation

One night made a difference for thousands when The Genetic Disease Foundation hosted their first ever South Florida Gala at the Diplomat Country Club & Spa. With the help of Primetime PR and Marketing, the foundation was able to raise over \$200,000 for the New York based charity.

Sending out invitations, creating the ad journal, gathering auction prizes, securing media coverage and coordinating all logistics were some of the tasks that needed to be completed before the event. The evening was themed, 'One Night. Make a Difference, 'based on the award winning awareness campaign, "One Test. Eleven Answers." which advises people of the availability of enhanced carrier screening tests for couples prior to or early in their pregnancy. All proceeds raised will go towards reaserach designed to improve genetic testing and to discover ways to treat, cure and ultimately prevent genetic disorders.

NBC 6 anchor Tony Segreto served as the Master of Ceremonies and Daniel J. "Rusty" Staub was the celebrity auctioneer. Fantastic prizes such as Superbowl tickets, a no wait dinner at Café Martorano and all-inclusive vacations were some of the of the high-ticket items purchased by the who's who of South Florida during the live auction. The evening went off without a glitch and the Foundation decided to make the gala an annual South Florida event.



Daniel J. "Rusty" Staub, Elisa Ross, Mr. and Mrs. Tony Segreto at the GDF Gala.