



Hilarity for Charity Names Bonnie P. Wattles as Executive Director

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FOR IMMEDIATE RELEASE

Beverly Hills, CA and Stamford, CT – May 29, 2018 – The Board of Hilarity for Charity (HFC), a non-profit led by Seth Rogen and Lauren Miller Rogen aimed at raising awareness and inspiring change in Alzheimer’s care, research, and support, announced today that Bonnie P. Wattles has joined the organization as Executive Director.

Since inception, HFC has raised over \$10 million, primarily by hosting variety shows in Los Angeles and New York. The April 2018 show is now streaming on Netflix thanks to a partnership reached earlier this year to broaden HFC’s message and reach new audiences.

“We are thrilled to have someone of Bonnie’s caliber join us as we enter this exciting phase of development as an organization” said Dan Miller, HFC Board Chair. “She brings over 20 years of experience building and growing non-profits, and will help us recruit a world class team to accelerate our programs assisting families impacted by Alzheimer’s Disease, as well as our initiatives to educate and support the younger generation of caregivers.”

Most recently, Bonnie was Executive Director of the award-winning contemporary art space, Franklin Street Works, located in Stamford, CT. In prior roles as a fundraiser and consultant for charitable organizations, Bonnie chaired multi-million dollar capital campaigns, created and executed fundraising events, and led the development of strategic plans. Bonnie holds a Bachelor of Arts degree from Hamilton College and an MBA from Columbia Business School.

“I am honored and excited to join Seth, Lauren, Dan and the dedicated HFC Board as we work towards significantly improving outcomes for those contending with Alzheimer’s Disease. Through expanded partnerships like those we have already established with Home Instead Senior Care and Weill Cornell Medical College, HFC will make extraordinary contributions to the national conversation about disease prevention and brain health, and fund cutting edge research that will accelerate progress toward a cure.”

About Hilarity for Charity:

Hilarity for Charity (HFC) is dedicated to raising awareness, inspiring change, and accelerating progress in Alzheimer’s care, research, and support through the engagement of young adults. Using our unique approach, HFC aims to significantly improve outcomes for all family members contending with Alzheimer’s disease by 2020.

In 2012, Lauren and Seth Rogen (along with three amazing friends), created Hilarity for Charity which has since raised more than 10 million dollars to help support families struggling with



Alzheimer's care, increase support groups nationwide and fund cutting edge research. HFC's Los Angeles and New York Variety Shows bring awareness and raise funds urgently needed to support generations of young adults who do not realize the broad reaching effects of this disease, while creating the next generation of Alzheimer's advocates. While initially formed as a dedicated fund of the Alzheimer's Association, Hilarity for Charity established 501(c)(3) status in late 2017, and is actively building a staff and Board to further its unique mission. For more information please visit HilarityForCharity.org.

Contact Jojo Drake: jojo@hilarityforcharity.org

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