Attention: Friends of CurePSP

Double your money in the fight against PSP.

It matters in this moment more than ever.

Through the generosity of the Light of Day Foundation, CurePSP has received a matching grant of $50,000! Every dollar you give will be doubled!

For the last ten years, CurePSP and the Light of Day Foundation have partnered in a matching gifts appeal that has raised more than $1 million for our cause.

Light of Day has contributed over $500,000, which, through your generosity, CurePSP has matched and more. Every dollar you give today up to $50,000 will be generously matched so that your donation is doubled! $50 becomes $100; $100 turns into $200; $500 is raised to $1,000—you get the idea. You can even triple your money if your employer has a matching gifts program.

Light of Day’s relationship with CurePSP began in 1998 when Co-founder and Executive Director Tony Pallagrosi’s mother, Dolores, was diagnosed with PSP. Tony remembers the struggle of finding a physician who could identify the illness that gripped his mother; it took two years and several visits to neurologists until they confirmed the terrible diagnosis of PSP. Dolores passed away four years later. It was that struggle that inspired Tony to partner with CurePSP, who provided them with information, resources, and support, and in 2013, they created the first matching grant campaign named in honor of Dolores Pallagrosi.

Light of Day Foundation founder Bob Benjamin (left) sings the Bruce Springsteen composition “Light of Day” with The Boss (right) himself on stage at the Paramount Theatre in Asbury Park, NJ, part of the 10-day, 5-city Light of Day WinterFest 2015, the Foundation’s primary fundraising event.
The families we serve don’t just need help; they need hope. And that’s what you provide with your donation—you provide hope. Because of you, families have a place to turn to for support, information, and a nationwide community of caring individuals. Because you can now double your donation, this is the time to give generously. We are unwavering in our mission to make sure their needs are met with urgency.

With hope and gratitude,

Sabrina Da Rocha
And the entire CurePSP team