

**APRIL 2<sup>ND</sup> GALA --*TIME FOR LYME*® *ROCKS MIAMI'S SOUTH BEACH* -  
WILL RAISE FUNDS FOR THE COLUMBIA UNIVERSITY MEDICAL CENTER  
LYME DISEASE RESEARCH CENTER & OTHER PROGRAMS**

**Plans Include Honor For Author & Lyme Disease Activist Amy Tan, Live & Silent Auction,  
Dinner & Dancing to a South Beach Miami Beat**

GREENWICH, Conn., January 31, 2005- Time For Lyme, Inc®., a nonprofit Lyme disease prevention, education, research and advocacy network, announced that plans are well under way for its fourth gala to raise funds for the Columbia University Medical Center Lyme Disease Research Center, as well as for Lyme disease education and awareness programs. This year's benefit, *Time for Lyme® Rocks Miami's South Beach*, will take place on Saturday evening, April 2<sup>nd</sup> at the Hyatt Regency in Greenwich, Connecticut. Nationally recognized author, Amy Tan, who has written about her personal struggle with chronic Lyme disease, will attend the event and accept the Time For Lyme Public Awareness Award for her efforts to raise awareness of this devastating illness.

Co-chairs for the event are Ken Bacco of New Canaan, William Bainbridge Steele and Lynda Withiam, both of Greenwich.

Attendees will enjoy a splendid cocktail reception and gourmet dinner, a live and silent auction, and dazzling entertainment and dancing all with a South Beach, Miami theme. Time For Lyme board member and event co-chair William Bainbridge Steele, a nationally acclaimed event and floral designer, is transforming the Hyatt Ballroom into an environment to rival the hottest South Beach club.

A number of returning and new sponsors are already onboard, giving the event an early boost. Corporate sponsors include: Greenwich Capital Markets, Inc.; UBS Investment Bank; Brooks, Torrey and Scott, Inc.; Greenwich Hospital; Kenneth Bacco, Inc.; Ring's End, Inc.

Tiffany & Co.; Corazon Tequila; Maclaren USA, Inc.; William Bainbridge Steele Inc.; The Bank of NY/Putnam Trust Division; LLC, Inc.; Dooney & Bourke; Day, Berry & Howard LLP; George Little Management, Inc.; Nestle Waters North America, Inc.; U.S. Trust Company of Connecticut are also corporate sponsors.

Time For Lyme announced that board member Dana McAvity and her husband Malcolm have made a major contribution to the benefit in honor of their son's recovery from chronic Lyme disease. Like the McAvity family, most of the event's organizers suffer or have suffered from chronic Lyme disease or have family members affected by Lyme disease, the fastest-growing vector borne illness in the nation.

"Everyone is at risk for Lyme disease, particularly our children," said Time For Lyme Co-President Diane Blanchard. "Almost everyone we meet knows someone who has had Lyme disease. For that reason the funds we raise help all of our neighbors here in Connecticut and New York, as well as people around the world who will benefit from the work of the Columbia Research Center."

Along with its partner the Lyme Disease Association, Time For Lyme is dedicated to funding research that will find ways to prevent the development of chronic Lyme disease and to find answers for those with late stage Lyme disease. To that end the organizations are partnering with Columbia University to endow the Columbia University Medical Center Lyme Disease Research Center, the first facility in the world focused on chronic Lyme disease. The goal of the Research Center is to develop more accurate diagnostic tests, better treatment protocols and a cure for chronic sufferers. Brian Fallon, M.D., Associate Professor of Clinical Psychiatry at Columbia University College of Physicians & Surgeons, serves as director of the research center. He will also participate in the evening's program.

According to the Centers for Disease Control & Prevention, Lyme disease is one of the fastest-growing infectious diseases today, constituting an epidemic. In the year 2002 alone, a 40

percent increase in cases occurred nationwide, and scientists believe that reported cases may represent only as little as ten percent of actual cases. New York State reports the highest number of Lyme disease cases nationally and Connecticut has the highest infection rate per capita. Fairfield County and Westchester Counties are particularly hard hit.

According to event co-chair Ken Bacco, there are a number of ways to support the Time For Lyme gala. Tickets begin at \$300, with various levels of support and corporate sponsorships available. For tickets and information call 203-969-1333.