

# Champagne Toast to a Cure for ALS

PHILADELPHIA, Pa., Sept. 4, 2014 (SEND2PRESS NEWSWIRE) – By now, most people are familiar with the ALS ice bucket challenge that is sweeping the globe. But, what about the champagne challenge? This ALS fundraiser involves a partnership between the ALS Association Greater Philadelphia Chapter and Tendil & Lombardi Champagne.

Prior to the countless Facebook videos of people dousing themselves with ice water, people and families living with ALS in the Philadelphia area were also using ice buckets to fight ALS. But, they're not dousing; they're drinking. They found chilling champagne in their ice buckets to be a preferable way to raise money to fight Lou Gehrig's disease.

So, how did this partnership begin? In the summer of 2009, Dr. James Madden of Blue Bell, Pa. was diagnosed with ALS. As Dr. Madden's condition worsened, his daughter, Carol, and her husband, Stephane Lombardi, champagne producer and owner of Tendil & Lombardi Champagne in France, were inspired to contribute to the Philadelphia chapter's mission of helping families living with ALS.

In the summer of 2013, just months before Dr. Madden passed away, Stephane and Carol met with the ALS Association Greater Philadelphia Chapter. As a result, a portion of proceeds from every bottle of Tendil & Lombardi Champagne sold in the U.S. go directly to support the fight against ALS.

"Watching how my dad approached life with the many challenges of ALS was an invaluable lesson to me and everyone around him," Carol says. "No person with ALS can suffer this disease alone, especially as it progresses. The support my family received from the ALS Association was overwhelming; we wanted to give something back."

Stephane and Carol hope that people will purchase Tendil & Lombardi Champagne to not only toast a cure for ALS, but to help them fund that goal.

## **About the ALS Association Greater Philadelphia Chapter:**

The mission of The ALS Association Greater Philadelphia Chapter is to lead the fight to treat and cure ALS through global research and nationwide advocacy while also empowering people with Lou Gehrig's disease and their families to live fuller lives by providing them with compassionate care and support.

The ALS Association is the only national not-for-profit organization dedicated solely to the fight against amyotrophic lateral sclerosis. The Greater Philadelphia Chapter provides support and resources for ALS patients, their families, and caregivers living in the eastern half of Pennsylvania, southern New Jersey and Delaware.

To learn more about the partnership:

<http://www.alsphiladelphia.org/champagne>.



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**About Tendil & Lombardi Champagne:**

Founders and childhood friends, Laurent Tendil and Stephane Lombardi, unveiled their first champagne cuvees in the spring of 2011. Strong character, elegant balance, and complex aromas are all recognizable character traits.

To learn more about Tendil & Lombardi Champagne:

<http://www.tendiletlombardi.com/>.

\*PHOTO: [Send2Press.com/wire/images/14-0904-madden-family-300dpi.jpg](http://Send2Press.com/wire/images/14-0904-madden-family-300dpi.jpg) .

\*Photo Caption: Dr. Madden and family.

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CONTACT: Stephane Lombardi, Tendil & Lombardi Champagne, 336-1111-6331, [slombardi@tendiletlombardi.com](mailto:slombardi@tendiletlombardi.com).

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