

*Spike Dykes*  
CHARTY GOLF  
TOURNAMENT  
2012

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**Former Texas Tech Football Players Tee Off Against Alzheimer's  
in Honor of Sharon and Spike Dykes**  
*Sponsorships Remain Available for Event Endorsed by The Dallas Foundation*

**AUSTIN, TX** – The competition moves from the gridiron to the golf links this summer for the Texas Tech nation, as former Texas Tech football players and coaches gather for the inaugural Spike Dykes Charity Golf Tournament. The event takes place at 8:30 a.m., Saturday, July 21, at the Barton Creek Country Club in Austin.

Sponsored by Ewing Automotive Group of Plano, Texas, the tournament is dedicated to the memory of Sharon Dykes, who passed away in November 2010, following a lengthy battle with Alzheimer's disease. The golf tournament is sold out, but dinner tickets, hole and event sponsorship opportunities are still available. Visit [www.SpikeDykes.com](http://www.SpikeDykes.com) or call 214-459-0116 for more information.

Through this event, Texas Tech Lettermen hope to honor one of Texas' winningest coaches, the ultimate coach's wife, and the millions of others faced with Alzheimer's. The tournament will feature team and individual awards, followed by a 7 p.m. dinner with special guests, speakers, and live music by the Mo Robson Band. Former Texas Tech football standouts Marcus Coleman, Rodney Blackshear, Tracy Saul, Rob Peters Shawn Banks, Matt Wingo and many others will be in attendance.

Founded by former Texas Tech football players in honor of Sharon and Spike Dykes, the new Spike Dykes Charity Golf Tournament Fund of The Dallas Foundation is a 501(c)3 charitable organization. It will team with the Darrell K. Royal Fund to directly benefit Alzheimer's disease research in Texas, including research on sports-related brain injuries.

"In Texas alone, there are more than 340,000 people living with Alzheimer's disease," says Debbie Hanna, president of the Alzheimer's Association – Capital of Texas Chapter. "We are very proud that these fine Texas Tech Lettermen and Coach Dykes are joining in the fight against this disease. Texas Tech Health Sciences Center is a significant player in Alzheimer's disease research and these efforts in Sharon Dykes' honor and memory will help immensely. Coach Dykes' event will help fund research, communication and collaboration between Texas research institutions, a very worthy cause."

The Texas Alzheimer's Research & Care Consortium (TARCC) was established by the State of Texas to learn more about the origins, progression, detection, and treatment of Alzheimer's disease by looking at genes and blood chemicals. More information can be found at [www.txalzresearch.org](http://www.txalzresearch.org).

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In 2010, TARCC researchers, led by Dr. Sid O'Bryant at Texas Tech University Health Sciences Center, created a serum-protein blood test for Alzheimer's disease. This was a momentous achievement, as no other blood test has been independently validated as being effective at diagnosing Alzheimer's disease.

On behalf of the Texas Tech community, former football player and tournament chairman J Frederick said, "We are proud Texas Tech is helping in the effort to find a cure for Alzheimer's disease, and we are excited to promote our University's medical research to the rest of the world. There is no greater privilege for us than to honor the Dykes family in this way."

To learn more, visit [www.SpikeDykes.com](http://www.SpikeDykes.com) or call 214-459-0116.

**About Alzheimer's disease:**

Alzheimer's disease (AD) is a progressive and irreversible brain disorder that is characterized by a steady decline in cognitive, behavioral, and physical abilities severe enough to interfere with daily life. The hallmark symptoms of Alzheimer's disease are memory loss, disorientation, and diminished thinking ability followed by a downward spiral that includes problems with verbal expression, analytical ability, frustration, irritability, and agitation.

As the disease progresses, physical manifestations include loss of strength and balance, inability to perform simple tasks and physical activities, and incontinence. As more of the brain is affected, areas that control basic life functions like swallowing and breathing become irreversibly damaged, leading to death. The course of the disease and the rate of progression vary from person to person, ranging from an average of five to eight years to more than 20 years from the onset of symptoms .