



---

## Media Advisory

### Media Contacts:

Amanda Averch  
303-825-1575  
[Averch@coloradobankers.org](mailto:Averch@coloradobankers.org)

**FOR IMMEDIATE RELEASE**

July 14, 2016

### **With CBA's help, Mark Scheffel donates \$1k to Alzheimer's Association**

DENVER – The Colorado Bankers Association on Thursday donated \$1,000 to the [Colorado chapter of the Alzheimer's Association](#) on behalf of State Senator Mark Scheffel. A photo is attached. (Pictured left to right are: Sen. Scheffel, Linda Mitchell and Coral Cosway of the Alzheimer's Association and Jenifer Waller, CBA.)

Scheffel facilitated the donation, having identified the organization to receive the \$1000 prize he won earlier in 2016 during the Colorado Bankers Association's annual legislative briefing.

He selected the organization as the donation recipient "due to my friendship with Beth Bowlen and the commitment of the Bowlen family to Alzheimer's disease awareness and research."

Beth Bowlen Wallace is the daughter of Denver Broncos owner Pat Bowlen, who is living with the disease. She serves on the chapter's board of directors. Currently, more than 65,000 Coloradans are affected with Alzheimer's disease; that number is expected to reach 100,000 by 2025.

Colorado chapter President Linda Mitchell said the donation will help the organization in its efforts to provide education and resources to those living with Alzheimer's, as well to their family members and caretakers.

"We keep them educated on how their lives will change and how they can adapt with the disease," she said. "We cannot alter the course of the disease, but we can certainly change their experience."

Since 2007, The CBA on an annual basis has awarded a \$1000 prize– which comes in the form of a charitable contribution – to the state legislator or public official who answers the most questions correctly during a drawing as part of the organization’s annual legislative event. The luncheon is intended to provide bankers with opportunities to educate themselves on key issues and to interface directly with lawmakers.

The contest works this way:

1. Legislators answer a series of multiple choice questions on a topic of interest to banking.
2. The response card with the most correct answers is named the winner.
3. If there is more than one card with the top number of correct answers, those cards are entered into a drawing, and the winner is randomly selected.
4. CBA makes the donation directly to the winning legislator’s desired charity; he or she never has access to those winnings.

CBA Senior Vice President Jenifer Waller said the organization relishes the yearly opportunity to contribute to organizations that strengthen communities across Colorado.

“We are thrilled to have the ability to support so many fine charities that work tirelessly to help Coloradans and make our state a better place,” Waller said.

Previous winners of the contest include:

State Representative Dan Nordberg - Care & Share Food Bank for Southern Colorado

State Representative Perry Buck – Partners Mentoring Youth

State Representative Diane Mitsch-Busch - Advocates Building Peaceful Communities and The Youth Foundation in Eagle Valley

Former state Rep. Joe Rice – Colorado Veteran's Monument Trust

Susan Kirkpatrick (DOLA) – Habitat for Humanity

Former Rep Mike Merrifield – The Colorado Department of Education

Former state Rep. Laura Bradford – The House

Sen. Nancy Todd – Aurora Youth 4 Success

### **About the Colorado Bankers Association**

*The Colorado Bankers Association represents more than 90 percent of the 145 banks in Colorado, which have \$126 billion in assets, 1,572 branches, and 23,000 proud professionals. CBA advocates for Colorado banks of all sizes and charter types before governmental bodies and the public to continually promote and improve the banking industry*

*amid challenge and a changing environment. CBA proactively seeks to increase benefits for bank customers, improve value for shareholders, and grow a stronger business climate for banks and our local economies. CBA supplements its effective advocacy with superior industry-specific information and education for bankers, and various high-quality products and services. CBA focuses on creating a stronger economy and helping Coloradans realize dreams by building better banks.*