Scott Renkin

9/26/12

Writing for Print Media

Rock Me, Amadeus, or just raise ALS Awareness:

A doily a day keeps the ALS at bay. For Bill Szep the owner of Caffé Amadeus on Philadelphia Street this slightly reformed phrase has some weight to it. For a $1 donation for ALS awareness, you can get a doily with your name on it, displayed in Café Amadeus’s window, and will eventually make its way to Mary Valastro or Momma as she is known on “Cake Boss” the reality show on TLC. For Bill it was a no-brainer to support Momma and the Valastro family because Bill an avid fan of the show and reader of the Valastro family book. He has a profound respect for what they do and what they continue to do in the bakery and elsewhere.

Amyotrophic Lateral Sclerosis or ALS, commonly known as Lou Gehrig’s disease, affects approximately 5,600 people in the U.S. are diagnosed with ALS each year. The incidence of ALS is two per 100,000 people, and it is estimated that as many as 30,000 Americans may have the disease at any given time. Just recently Mary Valastro “Momma,” Buddy’s mother, has contracted ALS, and Buddy, her son has started a foundation that raises ALS awareness called Momma Mary Foundation.

On October 5, Café Amadeus is having an event in honor of Buddy's Parents, Buddy Sr. and Mary. The event is called “A Candle Night for Momma”, and Bill wants the whole community to come out and support the cause at Café Amadeus. Bill told us, “Owning a business ourselves, while raising a family, Andi and I have a deep respect for all of the hard work that Buddy and Mary put into the bakery to keep it up and running. It's a lot of hard work and sometimes you wonder a lot - about a lot of things.” The event will be a candle night that is all about raising awareness about ALS. All proceeds for the event will go to the ALS foundation in accordance with Carlo’s Bakery.

Szep recently went to New Jersey for a private tour of the Valastro family’s large facility in Jersey City and the bakery in Hoboken. He received ALS Awareness shirts for the café and also be got additional foundation info when he meet with Buddy at Carlo’s Bakery. The Valastro family is having a Gala for their new ALS charity foundation on October 23 and Caffé Amadeus’s efforts will be part of their celebration.

The Caffe’ Amadeus doilies that people donate a dollar for the Momma Mary Foundation will stay out in the window at Caffe’ Amadeus until they are mailed back to the Valastro family. Szep will also mail a check to the Valastros, in the foundation's name, and the doilies will be sent to Mama for her to enjoy all the support she has from Caffe’ Amadeus and the Indiana community.

Caffé Amadeus is trying to make a difference in not just the lives of the Valastro family, but for families everywhere who are struggling with the horrors of ALS. Bill made a lot of strong statements during the interview, but none more profound then when he spoke of a passion for doing what you believe in. “You gotta have a passion for something, big or small it will keep you driven and focused,” said Bill. A small town coffee shop in Indiana, Pennsylvania is showing people that everyone has the ability to contribute to the awareness of this disease, and that even a $1 doily purchase can make a difference in someone’s life. Make a difference October 5 at Caffé Amadeus.