

HERO SPOTLIGHT

● ● ● ● Bald Move

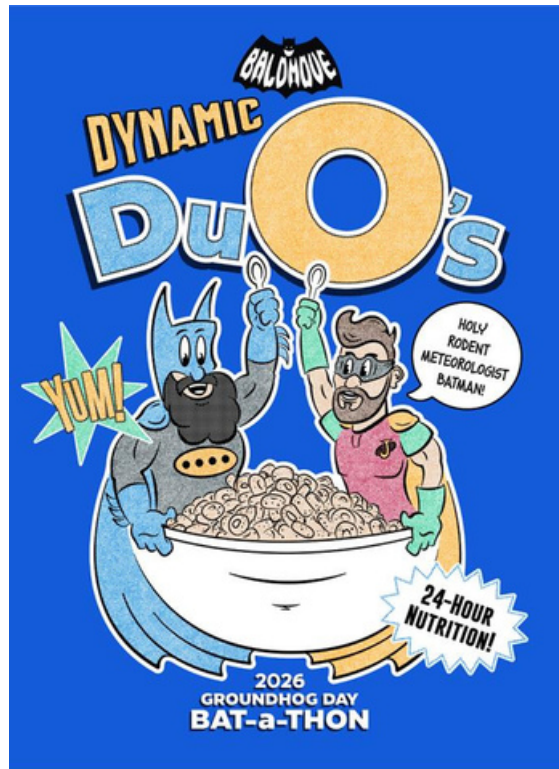


"What if we watched the movie Groundhog Day on repeat for 24 hours on Groundhog Day?"

In 2016, A. Ron Hubbard and Jim Jones, co-founders and co-hosts of the Bald Move podcast, decided to take on a ridiculous feat for one of the nation's oddest—and possibly most underrated—holidays: Groundhog Day. Jim suggested that they spend 24 hours watching the Bill Murray classic of the same name (a movie about a weatherman who finds himself living the same day over and over) on loop and livestreaming their reactions—and increasing delirium—for their online community. Bald Move produces podcasts and livestreams about a variety of cinematic media, and this idea, though outlandish, was well-tailored to the interests of their audience.

Hoping to turn their efforts into a positive campaign, A. Ron suggested that they make it a fundraiser and direct the proceeds to charity. A few years after the event's inception, they learned about Cure Alzheimer's Fund and decided to start supporting our organization with their event, a way to honor A. Ron's grandfather and aunt, who both passed away from complications due to Alzheimer's disease.

When asked why he settled on Cure Alzheimer's Fund as the event's beneficiary, A. Ron shared how impressed he is with CureAlz's strategy of funding research that can later attract follow-up support from larger organizations, a model that allows the impact of each dollar to stretch towards meaningful implications for Alzheimer's research. He noted that Cure Alzheimer's Fund's setup makes our cause easy to pitch to potential donors in their community: the Bald Move audience responds to our organization's transparency and our commitment to allocating 100% of general donations to research programs.



Heroes on and off the screen: Bald Move's 2026 theme marathon is Batman.

A member of the CureAlz team often joins the livestream as well to talk with viewers about our mission, creating a personal connection between the organization and the Groundhog Day participants that both parties really enjoy. After their first experience fundraising for Cure Alzheimer's Fund, A. Ron shared that he couldn't imagine ever switching to support another organization. That year, they raised 50% more than they had during previous Groundhog Day fundraisers. A. Ron attributes this success to the devastating prevalence of Alzheimer's: the disease has touched so many families in the Bald Move community. Alongside their donations, viewers often make dedications and even offer stories about those they loved and lost to Alzheimer's.

Bald Move's event itself has evolved over the years: instead of streaming from one of their houses or a recording studio over Groundhog Day weekend, they now rent out an Airbnb as their location and set up a variety of recording equipment to make the event as professional as possible. During the stream, A. Ron, Jim and the Bald Move team play games, talk about their own familial experiences with Alzheimer's, invite their community to share stories, host raffles and giveaways, implement a sleep penalty for those who try to make it through all 24 hours with them, and use a range of other tactics to make the event a joyful, engaging, meaningful experience for all those who tune in.

A. Ron and Jim have transitioned away from the movie *Groundhog Day* since their first year, instead spending the 24 hours watching every movie in the Star Trek (2021), James Bond (2022), Fast and the Furious (2023), Spiderman (2024) franchises, and more; they select their theme based on audience interests as well as the

"The whole community gets together on the weekend, we watch a bunch of movies, we raise a bunch of money for a good cause, we talk about our loved ones that we've lost—it's just great."

volume of content available. They hope to continue expanding their online event for years to come since they value bringing in new donors and participants just as much as hitting their annual fundraising goals.

Speaking about his favorite part of the yearly fundraiser, A. Ron described the moment in the early hours of the morning when they reach their fundraising goal—usually around 6 AM—and shift their focus from worrying about whether they'll be able to clear their goal to wondering how much they can possibly raise. He remembers being sustained by the excitement of the moment, lightheaded and giddy after 18 hours of jokes, movies, games, giveaways, and camaraderie.

The yearly event has become a staple for A. Ron and Jim's audience, bringing the Bald Move community closer together by allowing them the opportunity to make a positive difference as a group and confide in one another about their own Alzheimer's-related losses.

To learn more about A. Ron, Jim, and their yearly Groundhog Day fundraiser, visit [their website](#).

Interested in hosting your own fundraising event for CureAlz?

Visit give.curealz.org/hero or reach out to us at hero@curealz.org.