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Senior Source to honor couple for philanthropy

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ROBERT MILLER

The **Senior Source** will present the 2009 Spirit of Generations Award to philanthropists and community leaders **Sally and Forrest Hoglund** at its annual luncheon Nov. 23 at the Hilton Anatole.

The award is presented annually to an individual or group of individuals contributing significantly in "thoughts, words and deeds" to all generations of the Dallas community.

The Senior Source, the luncheon's beneficiary and a **United Way** affiliate, is a resource for Dallas' older adult population that serves more than 30,000 people each year.

"We're pleased to honor Sally and Forrest Hoglund for the extraordinary investments they've made to Dallas – and all the communities in which they've lived over the years," said luncheon chairwoman **Anne Motsenbocker**, president of **J.P. Morgan Chase**.

"Together, individually and through the Hoglund Foundation, their contributions demonstrate just how deeply they believe in the privilege and responsibility of giving back – now and for future generations."

Forrest Hoglund spent his career in the oil and gas industry and now serves as chairman of the board of **Forest Oil Co.** and **SeaOne Maritime Corp.** while he spends much of his time on his philanthropy.

He is campaign chairman of the proposed \$155 million **Dallas Museum of Nature and Science**, which is scheduled to break ground by year's end.

Sally Hoglund has lent her diligence and determination to an impressive list of organizations and causes that includes the Senior Source, the **Family Place**, **Dallas Institute for Humanities and Culture**, **AWARE** and **M.D. Anderson Cancer Center** in Houston.

The Hoglund Foundation was created in 1989 to promote interests and entities in education, health science and services, social services, and children's health and development.

"Sally and Forrest Hoglund have touched the lives of countless Dallasites as well as other Texans," said **Lawrence A. Wilson**, managing director of the **Beck Group** and corporate chairman for the awards luncheon.

"I'm confident the entire community will join me in saluting the Hoglunds, their leadership and caring generosity."

Becky Bright, chairwoman of the Senior Source board of directors, added that the luncheon "has historically played an extremely important role in enabling us to fulfill our mission."

Yet, she said, "this year, we face growing challenges related to the economy and the increasing numbers of older adults in need."

Underwriting levels range from \$10,000 to \$50,000. Individual tickets are \$150, \$350 and \$500. Call the Senior Source at 214-823-5700, ext. 6120, or visit www.theseniorsource.org.