

**FOR IMMEDIATE RELEASE**

**From Desert AIDS Project**

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**[LINEA developer honors brother with \\$50,000 sponsorship of the Steve Chase Humanitarian Awards](#)**

***“I always told Rob ‘You design it; I’ll build it.’”***



L-R: Bunny Sutherland, LINEA Customer Coordinator; Lisa Young, Sales Director, LINEA; David Brinkman, CEO of Desert AIDS Project; Andrew Adler, CEO of Alta Verde Group; Patrick Jordan, D.A.P. Board of Directors; Greg Kinsley, VP of Sales, Alta Verde Group; Darrell L. Tucci, Chief Development Officer, Desert AIDS Project

**PALM SPRINGS, CA, June 7, 2016** – Andrew Adler, CEO of [Alta Verde Group](#), had a shared passion for modern design with his brother Robert, a talented architect and classical musician who graduated from Columbia University and later became a partner in a highly-regarded design firm before dying in 2008 of AIDS-related complications.

“The countless images and building ideas of the modern masters that Robert shared with me became the cornerstones of my approach to modernism and developments for nearly 20 years,” said Adler. “With my education and training as an engineer and builder, complementing his as an architect and designer, Rob and I wanted to collaborate on beautiful modern white sculptural buildings. But it wasn’t to be.” The Adlers were a close family and Andrew is convinced that their love and support buoyed his brother’s spirits and helped keep him alive at a time when many of Robert’s friends were dying prematurely, including his partner Mark.

While Andrew admits that many of the projects he has designed and built over the years have been expressions of that “brother-in-arms” attitude he shared with Robert, his personal design collaboration with architect Anthony Poon in building his new LINEA group of 14 residences seems closest to the brothers’ collective vision and passion. After meeting with local realtor Patrick Jordan, who is incoming vice-chair of D.A.P.’s board of directors, at an event for LINEA, Andrew became even more familiar with what D.A.P. has been offering to the community since 1984.

“I’m fortunate to have now spent much time with the incredible people at D.A.P., touring and understanding the work done by this impressive organization,” Andrew said. “My donation is on behalf of LINEA because it’s my tribute to Robert, as a way of saying ‘We finally built it!’”

#### **About Desert AIDS Project**

Desert AIDS Project (D.A.P.) serves our community with primary and HIV-specialty services, including medical care, case management, and social services, including food, housing, and counseling. D.A.P. also provides HIV prevention education and free and confidential HIV testing at dozens of community test sites and events through its Get Tested Coachella Valley campaign. They also offer The DOCK, a sexual health clinic, whose services include STD testing and treatment; PEP & PrEP education and referral to treatment; free and confidential HIV testing; and well woman exams. With new advances in treatment, improved access to care through health reform and new prevention technology, including pre-exposure prophylaxis (PrEP), D.A.P. is committed to bringing the HIV epidemic to an end.

[www.desertaidproject.org](http://www.desertaidproject.org)

[www.thedockclinic.org](http://www.thedockclinic.org)