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**PRESS RELEASE**

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**CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH OPENS  
GEHRY-DESIGNED LIFE ACTIVITY CENTER**  
*Completed Construction Signals New Era of Integrated Care for Cognitive  
Disorders In Region; May 21 Proclaimed “Brain Health Day” in Las Vegas*

**May 21, 2010, LAS VEGAS:** The [Cleveland Clinic Lou Ruvo Center for Brain Health](http://Cleveland Clinic Lou Ruvo Center for Brain Health) will open the Frank Gehry-designed Life Activity Center on Friday, May 21. The opening of the Life Activity Center signals the completion of the building, which is dedicated to treating and preventing the disabling symptoms of chronic brain diseases and to prolonging healthy, vital aging in people at risk for dementia or cognitive disorders.

The Life Activity Center is a dedicated space for hosting medical education and other events at the Lou Ruvo Center for Brain Health, a highly specialized clinical center designed to advance the research, early detection and treatment of neurological diseases, including Alzheimer’s, Huntington’s, Parkinson’s and Amyotrophic Lateral Sclerosis (ALS), also known as Lou Gehrig’s disease.

“Neurocognitive disorders are becoming more prevalent as life expectancy continues to increase, but emerging research indicates Alzheimer’s disease may be preventable,” said Delos M. “Toby” Cosgrove, M.D., Cleveland Clinic’s President and CEO. “Innovation and collaboration will help to advance this research by providing better treatments, and ultimately a cure for the millions of people living with Alzheimer’s Disease. I am moved by Larry’s passion for helping people with neurocognitive disorders. His dream has become a reality and we are honored to bring our medical expertise to Las Vegas.”

The Cleveland Clinic Lou Ruvo Center for Brain Health, which welcomed its first patients in July 2009, will create and leverage global collaborative research networks to discover and validate new treatments and technologies for the prevention, diagnosis and early detection of cognitive disorders.

“It is truly remarkable to see the realization of a vision 14 years in the making,” said businessman and philanthropist Larry Ruvo, who named the center for his late father, who had Alzheimer’s disease. “This building represents a tangible example of the hope for new discoveries and treatments for all those afflicted with neurodegenerative diseases. It is a true collaboration between my hometown of Las Vegas, Cleveland Clinic and Frank Gehry.”



In the years since his father's death in 1994, Mr. Ruvo has pursued his goal of creating a world-class cognitive disease center unequalled in the United States. The goal became a reality last year, with the opening of the Lou Ruvo Center for Brain Health. The center is a setting in which compassionate care goes hand-in-hand with cutting-edge treatments, sophisticated research and training and education for patients' families and their care-givers.

"Today, we recognize people living with brain diseases and honor the caregivers and healthcare providers who support them," said Las Vegas Mayor Oscar B. Goodman. "Preserving and improving the health of our minds is import to our future, which is why I proclaim today, May 21, as Brain Health Day in the city of Las Vegas."

Alzheimer's disease accounts for \$1.75 trillion in direct and indirect costs annually, according to the Alzheimer's Association. New discoveries and emerging science are showing that cognitive disorders can be identified earlier than previously believed, offering the potential for intervening earlier and delaying disease. In the case of Alzheimer's, delaying its onset by just 10 years could wipe out the devastating disease.

The \$80 million Cleveland Clinic Lou Ruvo Center for Brain Health houses clinical space, a diagnostic center, neuroimaging rooms, physician offices, laboratories devoted to clinical research, a caregiver library and the Life Activity Center.

#### **About Cleveland Clinic**

Cleveland Clinic, located in Cleveland, Ohio, is a not-for-profit multispecialty academic medical center that integrates clinical and hospital care with research and education. Cleveland Clinic was founded in 1921 by four renowned physicians with a vision of providing outstanding patient care based upon the principles of cooperation, compassion and innovation. *U.S. News & World Report* consistently names Cleveland Clinic as one of the nation's best hospitals in its annual "America's Best Hospitals" survey. About 2,000 full-time salaried physicians and researchers and 7,600 nurses at Cleveland Clinic represent more than 100 medical specialties and subspecialties. In addition to its main campus, Cleveland Clinic operates nine regional hospitals in Northeast Ohio, Cleveland Clinic Florida, the Lou Ruvo Center for Brain Health in Las Vegas and Cleveland Clinic Canada. In 2008, there were more than 4.2 million visits throughout the Cleveland Clinic health system and 165,000 hospital admissions. Patients came for treatment from every state and from more than 80 countries. Visit Cleveland Clinic at [clevelandclinic.org](http://clevelandclinic.org).

**B-roll of the building is available upon request.**

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