



KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

FOR IMMEDIATE RELEASE

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LAKE TAHOE RODEO TRADITION CONTINUES WITH WEEKEND OF BULLS, BBQ AND EMERIL

Event at Shakespeare Ranch to Raise Money for Fight Against Memory Disorder

LAKE TAHOE – A Glenbrook rodeo tradition dating back more than six decades continues this month as Camille and Larry Ruvo host the Shakespeare Ranch Rodeo on Friday, July 23, in a benefit fundraiser for Keep Memory Alive and the Cleveland Clinic Lou Ruvo Center for Brain Health.

Dating back to the early 1940's, the rodeo was an annual highlight for Glenbrook until it was discontinued in 1965. The Ruvo's, along with the McGill Family, resurrected the rodeo in 2000, featuring bull riding, bronc riding, ribbon roping, barrel racing and a pig race for children. Other festivities associated with the rodeo include carnival games, a raffle and a silent auction featuring an incredible variety of gifts ranging from jewelry and travel packages to sports memorabilia.

The event runs from 3 p.m. to 8 p.m. Tickets are \$250 for adults and \$75 for children under 12 and are available at the event. Table sponsorships are also available.

“We're honored to work with Waco McGill and his family to keep this great Lake Tahoe tradition alive,” said Larry Ruvo, Chairman of Keep Memory Alive (KMA). “To be able to use this event as a way to raise money and awareness for the fight against brain diseases such as Alzheimer's and Parkinson's is an enormously uplifting opportunity. “

The fun and fundraising continues for the Ruvo family and KMA all weekend. On Saturday, July 24, world-renowned restaurateur, chef and author Emeril Lagasse will prepare an extraordinary, intimate dinner at Shakespeare Ranch.

To reserve tickets to this dinner, or for more information on the weekend, contact Anna Robins at 702-263-9797 or arobins@keepmemoryalive.org. Keep Memory Alive is a 501c (3) organization and all donations are tax deductible.

All money raised during the weekend will benefit KMA, the Las Vegas-based non-profit that supports work towards enhanced treatments and research of neurocognitive disorders such as Alzheimer's, Parkinson's, ALS, Huntington's disease and memory disorders of all kinds. KMA also supports enhanced resources for caregivers who live with those afflicted by these disorders.

KMA was the driving force behind the creation of the Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas, which provides a full continuum of care for these cognitive disorders and for the family members of those who suffer from them. The physicians and staff at the Center for Brain Health are working towards the development of early diagnosis and the advancement of knowledge concerning mild cognitive disorders.

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