

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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KEEP MEMORY ALIVE CELEBRATES 15 YEARS OF EXTRAORDINARY FUNDRAISING AT THE POWER OF LOVE GALA TO BENEFIT CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH

LAS VEGAS – [Keep Memory Alive](#) celebrated its 15th annual Power of Love gala on Saturday, February 26 at [Bellagio](#) with a spectacular live auction and exciting announcements for the future of [Cleveland Clinic Lou Ruvo Center for Brain Health](#). The generous donations made at each Power of Love gala have helped Keep Memory Alive raise nearly \$100 million over the last 15 years to further its mission to provide enhanced treatment for patients suffering from neurocognitive disorders, raise awareness for these conditions, and help support Cleveland Clinic Lou Ruvo Center for Brain Health.

“We are incredibly fortunate and thankful to have such generous supporters,” said Larry Ruvo, Chairman and Founder of Keep Memory Alive. “Their commitment to help us combat these devastating neurocognitive diseases has directly impacted the research and treatment that the caring professionals at Cleveland Clinic Lou Ruvo Center for Brain Health have given during the more than 7,000 patient visits we’ve had to date.”

Adding to the gala’s excitement, Ruvo gave a highly anticipated speech announcing that Cleveland Clinic Lou Ruvo Center for Brain Health will expand its clinical services in 2011 to include two neurological disorders that are currently underserved in Nevada, Parkinson’s Disease and Multiple Sclerosis. Directed by nationally-recognized physicians who have been recruited to lead their respective specialties, both programs will begin seeing patients this summer.

For the 1,100 guests in attendance, the festivities included an all-star line up of live entertainers, an impressive array of exclusive auction items, and a truly unique and stunning party atmosphere. The unforgettable night included a four-course dinner created by celebrity chefs José Andrés, Michael Mina, Wolfgang Puck, François Payard and David Robins and entertainment from comedians Brad Garrett and Ray Romano, Motown group Human Nature and singing sensation Eric Gomez. No stranger to celebrity sightings and community leader support, the gala also had appearances by Lisa VanderPump from *The Real Housewives of Beverly Hills*, *PEEPSHOW* and *Holly’s World* star Holly Madison, Laura Croft from *Holly’s World*, actress Teri Hatcher, Caesars Headliner Matt Goss, choreographer Robin Anton, comedians Gilbert Gottfried and David Brenner, actors Chazz Palminteri and Steve Schirripa, famed entertainers Siegfried and Roy, casino mogul Steve Wynn, CityCenter President and CEO Bobby Baldwin, Mayor Oscar Goodman, Senator Harry Reid Senator John Ensign.

About Cleveland Clinic Lou Ruvo Center for Brain Health:

Cleveland Clinic Lou Ruvo Center for Brain Health provides state-of-the-art care for cognitive disorders and for the family members of those who suffer from them. The physicians and staff at the Center for

Brain Health continuously work towards the development of early diagnosis and the advancement of knowledge concerning mild cognitive disorders, which could one day delay or prevent their onset. Patients receive expert diagnosis and treatment at the Center for Brain Health, which offers a multidisciplinary patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers, offering patients a complete continuum of care and infusing education and research into all that it does. The facility, designed by Frank Gehry, houses clinical space, a diagnostic center, neuroimaging rooms, physician offices, laboratories devoted to clinical research and the Keep Memory Alive Event Center. For more information, visit <http://www.clevelandclinic.org/brainhealth>.

About Keep Memory Alive:

Keep Memory Alive, whose mission is to provide enhanced treatment and ultimately cures for patients and their families suffering from neurocognitive disorders, raises awareness and funds in support of the Cleveland Clinic Lou Ruvo Center for Brain Health. By supporting Keep Memory Alive and its fight against neurodegenerative diseases such as Alzheimer's, Huntington's, Parkinson's, ALS and memory disorders of all kinds, we can ensure progress towards better treatments and ultimately cures will occur in Las Vegas. For additional information call (702) 263-9797 or visit www.keepmemoryalive.org.

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