



FOR IMMEDIATE RELEASE

November 12, 2009

CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH RECOGNIZES NATIONAL ALZHEIMER'S AWARENESS MONTH

LAS VEGAS – Alzheimer's disease is the sixth leading cause of death in the United States, with another American being diagnosed with the disease every 70 seconds. The Cleveland Clinic Lou Ruvo Center for Brain Health recognizes November as National Alzheimer's Awareness Month with prevention tips for Las Vegans.

The main risk factors for Alzheimer's are age and family history. While researchers do not yet know the causes of Alzheimer's, a healthy lifestyle is believed to help prevent or delay the onset of Alzheimer's. Recommended steps include:

- Exercising the brain
- Exercising the body
- Achieving adequate sleep
- Reducing stress
- Engaging in ongoing social activity

Alzheimer's disease affects an estimated 5 million Americans, mostly over age 60, and as the senior population grows, the incidence rate is expected to double every 20 years. "By 2050, as many as 16 million Americans could have Alzheimer's disease. Caring for those individuals may cost upwards of \$500 billion annually, and will definitively bankrupt Medicare and Medicaid in its present state," says Dr. Randolph Schiffer, Chief Medical Director, Cleveland Clinic Lou Ruvo Center for Brain Health. "The size of the problem is vast, and our efforts are focused on public policy, research, and prevention of chronic diseases that affect memory."

The Cleveland Clinic Lou Ruvo Center for Brain Health brings a new sense of urgency to the quest for treatments that can prevent the disabling symptoms of chronic brain disorders and prolong healthy, vital aging in people at risk. The Center is a physical representation of hope, from its unique Frank Gehry design to the following services the center offers:

- Diagnosis, treatment, and care for people with memory disorders
- Research and clinical trials
- Education in the form of seminars
- Caregiver instruction, services and caregiver support groups
- Prevention tips, including Dr. Randolph Schiffer's "Brainercizing"
- Public policy forums

"Awareness and early detection followed by aggressive early intervention strategies are the most promising ways to delay the onset of the disease, which when pushed back sufficiently, will be nearly eradicated," says Maureen Peckman, CEO of Keep Memory Alive, the support organization for Cleveland Clinic Lou Ruvo Center for Brain Health. "Las Vegans are fortunate now to have the opportunity to participate in the Center's clinical trials surrounding early detection and a quest for the cure."

One of the challenges to finding a cure for Alzheimer's and other neurodegenerative diseases is the lack of validated biomarkers and assessment tools by which to identify those most at risk at an earlier age of developing these diseases. Although the Cleveland Clinic Lou Ruvo Center for Brain Health began treating patients in July 2009, its doctors and medical advisors have been collaborating with leaders in the field for years. This October, Keep Memory Alive hosted the 3rd annual Leon Thal Symposium, focusing on identifying the most effective ways to uncover biomarkers and establish accurate assessment tools.

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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For More Information:

Kate Turner Whiteley/Elizabeth Zbylut
Kirvin Doak Communications, (702) 737-3100