

# KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS



## Cleveland Clinic

### Lou Ruvo Center for Brain Health

#### FOR IMMEDIATE RELEASE

December 4, 2009

## KEEP MEMORY ALIVE RECEIVES \$25,000 DONATION FROM CITYCENTER IN HONOR OF CRYSTALS OPENING

**LAS VEGAS** – Keep Memory Alive announced today that it is the beneficiary of a \$25,000 donation from CityCenter in honor of the opening of Crystals, the retail and entertainment district at CityCenter. The donation will aid Keep Memory Alive’s continuous efforts to support the Cleveland Clinic Lou Ruvo Center for Brain Health.

“MGM MIRAGE has supported Keep Memory Alive for many years, and we’re delighted to be top-of-mind as they kick off a much-needed addition to the city. Together, our organizations are changing the architectural landscape of Las Vegas, as well as the nation’s perspective on Las Vegas’ role as an urban center,” said Maureen Peckman, CEO of Keep Memory Alive.

Crystals hosted a private shopping event on Thursday afternoon, December 3, to officially open the retail and entertainment district and donated \$100,000 to the community to recognize the economic benefit that CityCenter is anticipated to provide Las Vegas. The donation was split equally among Keep Memory Alive, Nevada Cancer Institute, Nevada Ballet Theatre, and The Smith Center for the Performing Arts.

“Keep Memory Alive has been a prominent Las Vegas charity for many years and it is a great honor to support their work with the Cleveland Clinic Lou Ruvo Center for Brain Health,” said Frank Visconti, President of Retail Operations of CityCenter.

The Cleveland Clinic Lou Ruvo Center for Brain Health celebrated a remarkable achievement this year by welcoming its first patients to The Center Monday, July 13, and introducing Las Vegas to an architectural gem and highly touted model of patient-focused care.

#### **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](http://www.keepmemoryalive.org)

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#### **For More Information:**

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