

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

January 17, 2011

****NEWSBYTE** **NEWSBYTE** **NEWSBYTE****

KEEP MEMORY ALIVE ANNOUNCES

“WHY WE DO WHAT WE DO ON THE DR. OZ SHOW” FEB. 12

Dr. Oz and Dr. Roizen Give Las Vegans A Behind the Scenes Look Into The Dr. Oz Show

On **Saturday, Feb. 12**, [Keep Memory Alive](#) will hold a “Why We Do What We Do on the Dr. Oz Show” lecture and reception for members of the community from 8-10 p.m. at Cleveland Clinic Lou Ruvo Center for Brain Health.

The lecture from Dr. Mehmet Oz and Dr. Michael Roizen gives guests the opportunity to gain a deeper understanding about health topics through an inside look at the Dr. Oz show. **Dr. Oz** is the Emmy Award-winning host of "[The Dr. Oz Show](#)" as well as a renowned surgeon, educator and best-selling author. **Dr. Roizen** is the Chief Wellness Officer of Cleveland Clinic and best-selling author. Following the lecture, Keep Memory Alive will hold a reception for all guests. *YOU* books signed by authors Dr. Oz and Dr. Roizen will also be available for purchase at the event.

The lecture and reception will take place in the Frank Gehry-designed Keep Memory Alive Event Center at Cleveland Clinic Lou Ruvo Center for Brain Health (888 Bonneville Ave. Las Vegas, NV 89106). Tickets are available for purchase for \$100 per person and include the lecture and reception. To RSVP to the event, please contact 702.263.9797 or gshaw@keepmemoryalive.com. Space is limited.

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 MEDIA INFORMATION:

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