

KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

ABOUT US

- Founded:** 1996
- Founders:** Larry Ruvo, Chairman and Camille Ruvo, Vice Chairman
- Executive Team:** Lisa Manning, COO and Maureen Peckman, Chief Emerging Business Officer, Cleveland Clinic Nevada
- For media inquiries:** Nicole Wolf, Director of Marketing + Communication
- Purpose:** Keep Memory Alive (KMA) is committed to prolonging healthy, vital brain aging in people at risk for dementia or memory impairments, bringing a new sense of urgency to the quest for a cure for neurocognitive disorders. Patients receive expert diagnosis and treatment at Cleveland Clinic Lou Ruvo Center for Brain Health in Las Vegas, Nevada, which delivers on a multidisciplinary, patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers. The center, which is supported by Keep Memory Alive, offers patients and caregivers alike a complete continuum of care, infusing education and research into enhanced treatments to enable finding a cure for memory disorders.
- Keep Memory Alive raises awareness and resources to support research and treatment for neurocognitive disorders, and also seeks to make a national impact through its collaborative research initiatives and public policy work. Keep Memory Alive is dedicated to creating and preserving memory.

Alzheimer's Disease Size, Scope, & Hope—

Age is the single greatest risk factor for Alzheimer's disease:

- 1 in 8 people over 65 will develop Alzheimer's
- Nearly 1 in 2 people over 85 will develop Alzheimer's
- Nearly 4 in 5 people over 90 will develop Alzheimer's
- Every 70 seconds someone in the United States develops Alzheimer's disease

Please contact Keep Memory Alive for additional statistics on the social and financial impact of neurocognitive disorders on the U.S.

- Taking Action:** 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. Delaying the onset of the disease by five years cuts the prevalence by 50%; delaying the onset of the disease by ten years nearly eradicates the disease.

Neurocognitive disorders addressed by Lou Ruvo Center for Brain Health:

Amyotrophic Lateral Sclerosis (ALS) also known as "Lou Gehrig's Disease" • Alzheimer's disease • Huntington's disease • Multiple Sclerosis • Parkinson's disease • Memory disorders of all kinds

Services provided nationally by Lou Ruvo Center for Brain Health:

Library: site-based and online • Research • Public Policy/Advocacy • Scientific Symposia

Services provided by Lou Ruvo Center for Brain Health in Las Vegas, NV:

Clinical trials • Prevention • Diagnosis • Treatment • Imaging • Caregiver support groups • Community outreach

KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

ABOUT US page 2

History:

When Las Vegas businessman Larry Ruvo's father, Lou, was diagnosed with Alzheimer's disease in 1992, Larry began his search for quality neurocognitive care in his home state of Nevada. Ultimately, he found the care he was seeking in California, requiring ongoing travel that he knew was prohibitive for many of his fellow Nevadans. Following Lou's death, Larry hosted a memorial dinner in 1996 in his father's honor at Wolfgang Puck's Las Vegas restaurant, Spago. Friends stepped up and contributed unsolicited funds, which served as the seed money for Larry's persistent quest for the cure for Alzheimer's disease and the founding of Keep Memory Alive. The dinner became the first annual celebration of Lou Ruvo's life, ultimately evolving into the *The Power of Love*[™] gala.

Larry's commitment to providing improved treatment options for neurocognitive disorders has remained unwavering. One of his most influential accomplishments includes commissioning renowned architect Frank Gehry to design a facility in his father's honor, which now provides the best known care for patients and caregivers suffering from Alzheimer's and other diseases that destroy memory and lives.

Keep Memory Alive has raised over \$100 million towards research and a cure for neurocognitive disorders. On February 17, 2009, Keep Memory Alive announced Cleveland Clinic as its medical partner for its Lou Ruvo Brain Institute in Las Vegas, Nevada, and on July 13, 2009, the Cleveland Clinic Lou Ruvo Center for Brain Health treated its first patients. (See "Key Milestones in Keep Memory Alive's History.")

Fundraising:

Keep Memory Alive raises awareness and funds in support of research and treatment of neurocognitive disorders. It is a 501(c) (3) organization, with donations falling under relevant tax code.

Power of Love gala:

The Power of Love[™] gala is Keep Memory Alive's signature fundraising event, raising awareness and resources towards the cure for neurocognitive disorders. Each year, the gala features the culinary artistry of celebrity chefs such as Mario Batali, Todd English, Thomas Keller, Emeril Lagasse, and Wolfgang Puck; wines selected by a master sommelier; and priceless auction items of the most unique variety. Past *The Power of Love*[™] entertainment has included Michael Bubl , Enrique Iglesias, Barry Manilow, and Lionel Richie and has been enjoyed by enthusiastic Keep Memory Alive supporters ranging from business and community leaders to Hollywood celebrities.

Facility:

Keep Memory Alive's headquarters, also home to its medical partner, the Cleveland Clinic Lou Ruvo Center for Brain Health, are housed in a Frank Gehry-designed building in Symphony Park, a cultural and science development in downtown Las Vegas, Nevada. One portion of the building is dedicated to preserving memory through research, treatment, and clinical trials, while the other portion of the building, an Event Center, is dedicated to creating memories for those who attend or host personal events, such as weddings, business meetings, and celebrations of life. Proceeds from Event Center rentals benefit Keep Memory Alive and its ongoing support of research and treatment for neurocognitive disorders.