
















KEEP MEMORY ALIVE

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



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

KEY MILESTONES IN KEEP MEMORY ALIVE'S HISTORY

- May 21, 2010  Keep Memory Alive opens its Life Activity Center, event space in its Gehry-designed building dedicated to creating memories for individuals who host and attend activities in the space, from which revenue will benefit the organization's commitment to eradicating memory disorders
- February 27, 2010:  Keep Memory Alive hosts its 14th annual Power of Love gala, raising a record \$28 million.
- October 30, 2009:  Keep Memory Alive hosts second annual Clinical Trials on Alzheimer's Disease to pursue therapy development for Alzheimer's
- October 28, 2009:  Keep Memory Alive hosts third annual Leon Thal Symposium
- July 22, 2009:  The Alzheimer's Breakthrough Act of 2009 was presented to the 111th Congress
- July 13, 2009:  Cleveland Clinic Lou Ruvo Center for Brain Health treats its first patients. Anticipates 12,000 patient visits per year when fully staffed
- May 28, 2009:  Keep Memory Alive convenes national social services experts, tapping collective brainpower to develop a comprehensive caregiver program based on models of excellence
- March 2009:  A National Alzheimer's Strategic Plan was presented to the 111th Congress and the Obama administration
- February 17, 2009:  Keep Memory Alive announces the selection of Cleveland Clinic as its medical partner to operate the Lou Ruvo Center for Brain Health
- December 3, 2007:  Keep Memory Alive hosts the first annual Leon Thal Symposium, convening the world's foremost authorities in Alzheimer's research
- February 9, 2007:  Keep Memory Alive breaks ground on its Frank Gehry-designed headquarters and medical clinic
- February, 2006:  Larry Ruvo commissions renowned architect Frank Gehry to design a medical facility to bring treatment for neurocognitive disorders to Nevada
- February, 2006:  Power of Love gala raises \$20 million
- 1996:  Lou Ruvo's son, Larry Ruvo, hosts a memorial dinner in his father's honor at Wolfgang Puck's Las Vegas restaurant, Spago. Friends contribute unsolicited funds, which serve as the seed money for Ruvo's persistent quest for the cure for Alzheimer's disease and the founding of Keep Memory Alive. The dinner is the first annual celebration of Lou Ruvo's life, ultimately becoming the Power of Love gala
- February 17, 1994:  Lou Ruvo passes away from Alzheimer's disease
- 1992:  Larry Ruvo begins his search for neurocognitive care for his father, Lou. Realizes there are no viable medical options in his home state of Nevada