
















# 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

- February 26, 2011:  Keep Memory Alive hosts its 15th annual *Power of Love™* gala. The organization announces it has raised \$100 million since its inception
- May 21, 2010:  Keep Memory Alive Event Center opens in the Gehry-designed building, which is dedicated to creating memories for individuals who host and attend activities in the space. Revenue benefits the organization's commitment to eradicating memory disorders
- October 30, 2009:  Keep Memory Alive hosts second annual Clinical Trials on Alzheimer's Disease to pursue therapy development for Alzheimer's
- July 22, 2009:  The Alzheimer's Breakthrough Act of 2009 is 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 is 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