



MEDIA ALERT * MEDIA ALERT * MEDIA ALERT

FOR IMMEDIATE RELEASE

April 29, 2011

**CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH FEATURED
IN LARRY KING'S "UNTHINKABLE: THE ALZHEIMER'S EPIDEMIC"**

Special airs this Sunday, May 1, on CNN

WHAT: [Cleveland Clinic Lou Ruvo Center for Brain Health](#) and its strides in the fight against Alzheimer's Disease will be featured in Larry King's upcoming special "[Unthinkable: the Alzheimer's Epidemic](#)," airing this Sunday, May 1 at 5 pm Pacific on CNN.

King and his team, along with Ron Reagan Jr. and Leeza Gibbons, visited the Center in March and got a firsthand look at the work being done on the campus. While there, one man underwent an MRI - just one of the tools available for determining risk for Alzheimer's or other memory disorders - while the other opted out. Dr. Jeffrey Cummings, Director of Cleveland Clinic Lou Ruvo Center for Brain Health, explained the results on-camera. King also sat down with Larry Ruvo, Chairman and Founder of Keep Memory Alive to discuss his inspiration for establishing the Lou Ruvo Center for Brain Health.

The special will also incorporate interviews with several celebrities who've been touched by Alzheimer's, including former First Lady Laura Bush, Terrell Owens, Seth Rogen and Maria Shriver.

WHEN: Sunday, May 1, 2011
8 and 11 pm Eastern/5, 8 and 11 pm Pacific

WHERE: CNN; check local listings

MEDIA: Photos of Larry King's visit to the Cleveland Clinic Lou Ruvo Center for Brain Health are available on request

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FOR MORE INFORMATION:

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