

# 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

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## KEEP MEMORY ALIVE RAISES \$27 MILLION FOR THE CLEVELAND CLINIC LOU RUVO CENTER FOR BRAIN HEALTH

LAS VEGAS – The star-studded 14<sup>th</sup> annual Power of Love Gala held at [Bellagio Las Vegas](#) on February 27 raised a staggering \$27 million to benefit the [Cleveland Clinic Lou Ruvo Center for Brain Health](#) and its focus on research, early detection and treatment of neurocognitive disorders.

The record-breaking evening raised funds through table and individual seat reservations as well as live and silent auction items. The generosity of the event was topped off by two individuals, including a \$4.5 million gift from the night's honorees, former International Gaming Technology Chief Executive Officer Chuck Mathewson and his wife, Stacie, and an \$8 million contribution from former Anchor Gaming Chief Executive Officer Stan Fulton.

Culinary masters Wolfgang Puck and Thomas Keller prepared an unforgettable three-course dinner for the 1,000 guests in attendance on Saturday night, while legendary singer-songwriter and music icon, Barry Manilow, headlined the gala with a special performance. The enchanted evening also saw appearances by *PEEPSHOW* and “Holly’s World” star Holly Madison, Brad Garrett, Danny DeVito, Rhea Perlman, Andre Agassi, Stefani Graf, Leeza Gibbons and David Brenner.

The star-studded live auction included:

- Audamars Piguet women’s watch, modeled by the lovely Holly Madison sold for \$15,000.
- An afternoon of lunch and tennis lessons with power couple Andre Agassi and Stefani Graf sold for \$100,000.

Stirred by the spirit of the evening, guests Danny DeVito and Brad Garrett added the following impromptu items to the live auction:

- Lunch with Danny DeVito and cast of “It’s Always Sunny in Philadelphia” in Los Angeles sold for \$60,000.
- Two seats to Ray Romano’s Texas Hold Em tournament with Brad Garrett sold for \$100,000.

“I could not be more grateful for the generosity we have witnessed this year,” says Keep Memory Alive Chairman Larry Ruvo. “For 14 years, the Power of Love Gala has been a symbol of hope for all families struggling with neurocognitive disorders. Our hope is now a reality with the Cleveland Clinic Lou Ruvo Center for Brain Health already seeing patients and the record-breaking support of this community to help further our mission.”

The [Cleveland Clinic Lou Ruvo Center for Brain Health](#) is a highly specialized clinical center designed to advance the research, early detection and treatment of neurocognitive disorders, including Amyotrophic Lateral Sclerosis (ALS), Alzheimer’s, Huntington’s and Parkinson’s disease. The facility, designed by Frank Gehry, houses clinical space, a diagnostic center, neuroimaging rooms, physician offices, laboratories devoted to clinical research and a Life Activity Center.

### 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](http://www.keepmemoryalive.org)

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**FOR MORE INFORMATION:**

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