



UsAgainstAlzheimer's

*Brain
Health
Bash*



TUESDAY, APRIL 18TH, 2023

**FOUR SEASONS HOTEL
WASHINGTON, DC**



Dear friends,

Welcome to the 2023 Brain Health Bash! Tonight's event is a special opportunity to come together as a community and show our support for the millions of individuals and families affected by Alzheimer's while celebrating the progress being made to end this devastating disease.

Through our collective efforts, we are making important strides in helping people reduce their risk of developing the disease, promoting early detection and diagnosis, and fighting to ensure patients have access to treatments regardless of race, ethnicity, or where they live.

We have a fun night in store for you featuring music, inspirational speakers, and a variety of activities throughout the venue. And please be sure to check out the silent auction!

We are grateful to all our sponsors and supporters who have made this event possible and who support the work UsAgainstAlzheimer's does throughout the year. We are also grateful to all of you who have joined us tonight, and we thank you for your commitment to our cause. There is real progress — and increasing hope — as we see new medicines becoming available to our families. Together, we **will** win this fight.

With Gratitude,

A handwritten signature in white ink that reads "George".

George Vradenburg
UsAgainstAlzheimer's Chair and Co-founder



Thank you for joining us at our inaugural Brain Health Bash. We conceived this event to keep the spotlight focused on the importance of prevention and dementia risk reduction and your presence here tonight is helping us do that. While we know that challenges with early detection and diagnosis, access to treatments, and support for families coping with loved ones battling the disease still exist, we also see hope in this fight!

New treatments for Alzheimer's and related dementias are on the horizon and, perhaps most importantly, we now know there are things we can do to protect our brain health from a very young age. We hope you leave tonight feeling empowered to take care of your own brain through healthy eating, exercise, and staying connected to friends and family.

UsAgainstAlzheimer's has led the way in shaping a national conversation about brain health and prevention. From Be Brain Powerful, which galvanized tens of thousands of women to take a 30 day brain health challenge, to the launch of a national private/public sector coalition on prevention of Alzheimer's disease, and most recently, the creation of a free and accessible technology tool called BrainGuide, we have reached hundreds of thousands of people curious about their own memory.

To all the advocates and supporters here tonight, thank you for being part of this movement. We are excited about the next chapter in the effort to end Alzheimer's!

A handwritten signature in white ink, appearing to read 'Jill Lesser'. The signature is fluid and stylized, with a long horizontal flourish extending to the right.

Jill Lesser
President, WomenAgainstAlzheimer's

FEATURED SPEAKERS



MAX LUGAVERE

Max Lugavere is a filmmaker, health and science journalist and the author of the New York Times best-seller *Genius Foods: Become Smarter, Happier, and More Productive While Protecting Your Brain for Life*, published in 8 languages around the globe. He is also the host of the #1 health podcast *The Genius Life*. Lugavere appears regularly on the Dr. Oz Show, the Rachael Ray Show, and *The Doctors*. He has contributed to *Medscape*, *Vice*, *Fast Company*, *CNN*, and the *Daily Beast*, has been featured on *NBC Nightly News*, *The Today Show*, and in *The New York Times* and *People Magazine*. He is an internationally sought-after speaker and has given talks at South by Southwest, TEDx, the New York Academy of Sciences, the Biohacker Summit in

Stockholm, Sweden, and many others. *Little Empty Boxes* is Max's feature length documentary that chronicles his mother's life as she battles a mysterious form of Dementia. As Kathy's world begins to deteriorate around her, Max consults with health experts in medicine to learn how he can help her. His journey takes us from coast to coast as he searches for answers behind this tragic illness, and how our lifestyle and diet choices 10, 20, and even 30 years prior can play a role. The film presents a raw and threadbare perspective of Kathy's journey, and a son willing to do anything to save his mother.



DR. NICOLE FOWLER

Nicole Fowler, PhD, MHSA is an Associate Professor of Medicine at Indiana University School of Medicine. She is also Director of Research for the Division of General Internal Medicine and Geriatrics at IU and the Associate Director of the Indiana University Center for Aging Research at the Regenstrief Institute. She is also a scientist in the Indiana Alzheimer Disease Research Center and the Center for Health Innovation and Implementation Science at IU. Dr. Fowler is an applied health services researcher in the areas of nonpharmacologic approaches in dementia care, family caregiving, and medical decision making for older adults with cognitive impairment. As an investigator, the overarching focus of her research program is the development, testing, and comparison

of evidence-based and patient-centered interventions that improve the quality of care for older adults and their family caregivers, in particular medical decision-making interventions to support family caregivers of persons living with Alzheimer's disease and person-centered approaches to early detection of Alzheimer's disease and related dementias. Her research has been funded by multiple foundations along with the National Institutes of Health and the Department of Defense. All of Dr. Fowler's work is patient-centered and has the goal of improving the quality of care and quality of life for older adults with dementia and their families.



CO-CHAIRS

Jill Lesser & Jonathan Diesenhaus

Kerry Kennedy & George Vradenburg

HOST COMMITTEE

Gail D. Bassin Family Foundation

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Nina & Ray Benton

Faith & Philip Bobrow

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Trisha Devlin

Jean & Ric Edelman

Lauren & Glen Howard

Brooks & Peter Kenny

Karen & Ethan Leder

Elise & Marc Lefkowitz

Marlene Malek

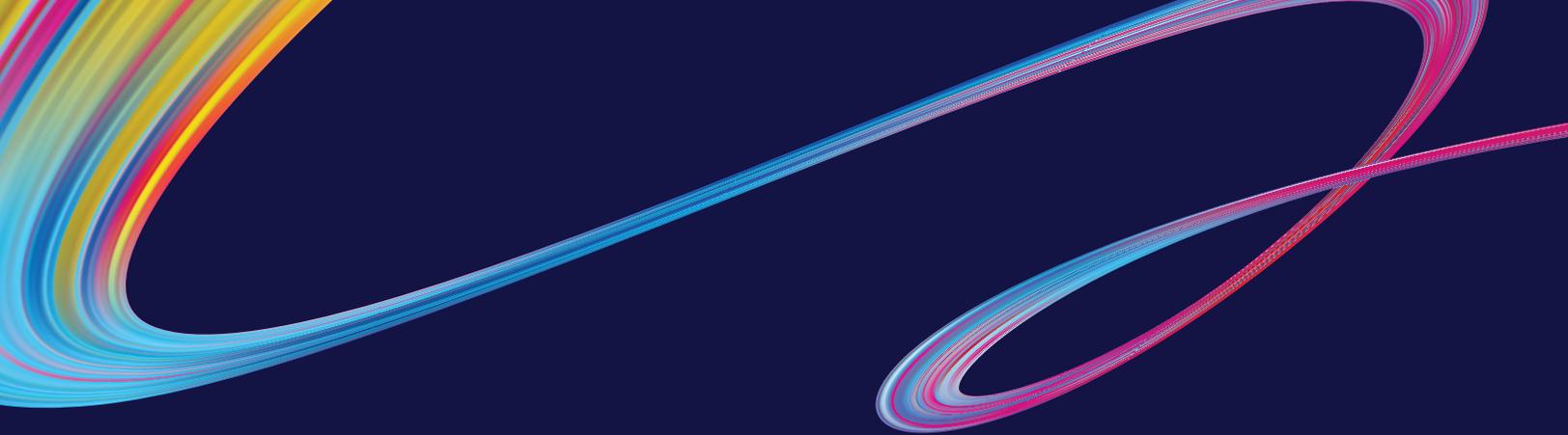
Kathryn & Edward Schwartz

Karen & Chris Segal

Sandra & Lawrence Small

Cathy Sulzberger & Joseph Perpich

As of 4.5.2023



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ABOUT US

UsAgainstAlzheimer's is engaged in a relentless pursuit to end Alzheimer's, the sixth leading killer in America. Our work centers on prevention, early detection and diagnosis, and access to treatments—all regardless of gender, race, or ethnicity. To achieve our mission, we give voice to patients and caregivers while partnering with government, scientists, the private sector, and allied organizations—the people who put the “Us” in UsAgainstAlzheimer's.

Some of our most exciting work centers on prevention because Alzheimer's is not a normal part of aging. There are things we can all do to reduce our risk of Alzheimer's, like eating a healthy diet, exercising, and getting good sleep. People need to know what's good for the body is good for the brain.

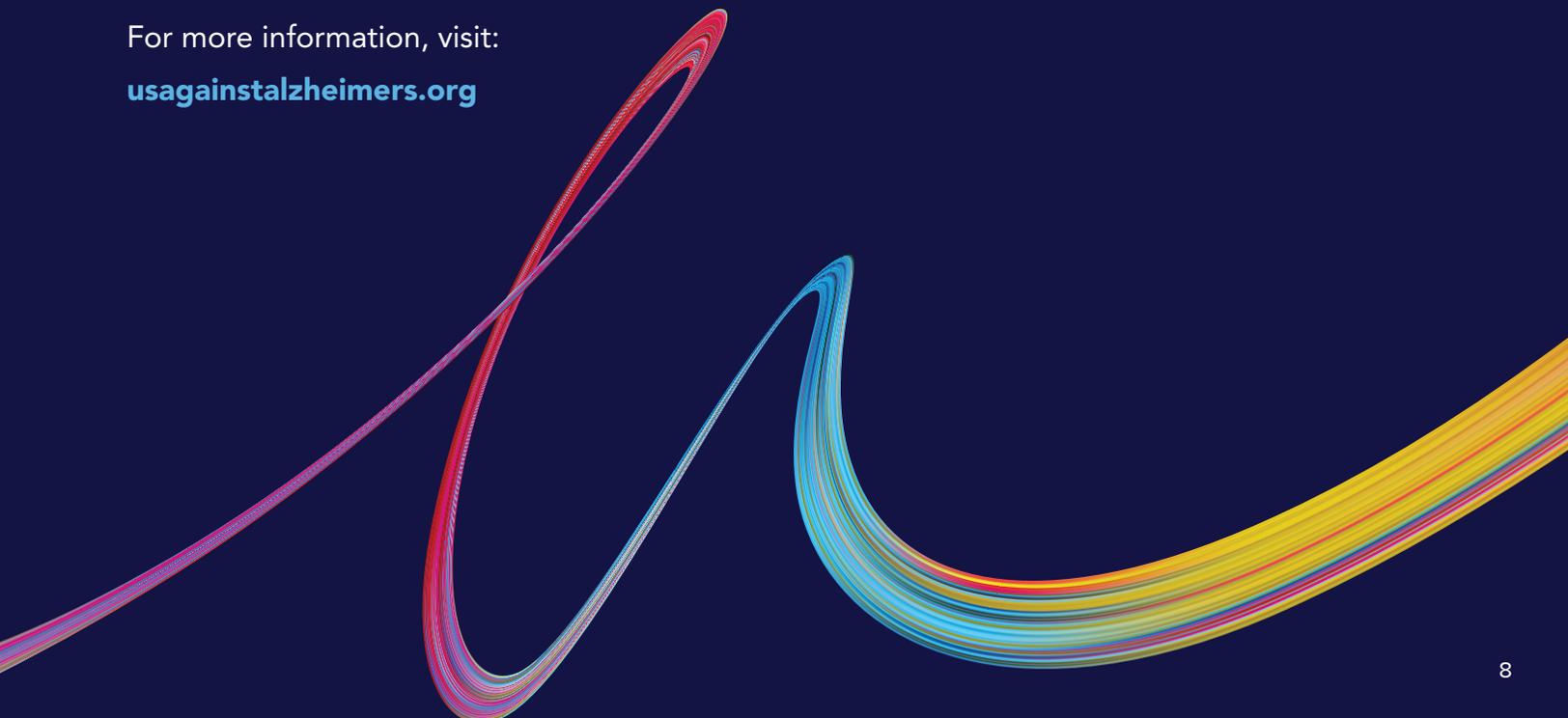
Early detection and diagnosis are key because they give people a better chance of managing the disease. On top of that, current treatments are most effective with patients in the early stages of dementia. We're raising awareness of the importance of early detection and even have our own tool called *BrainGuide* to help people concerned about their brain health start a conversation with their doctor.

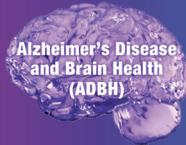
We are working on multiple fronts to get safe and effective treatments into the hands of people who need them most. That includes working to ensure Alzheimer's patients are treated fairly as the federal government considers drug approval and Medicare coverage for treatments.

Most Alzheimer's patients are women, Latinos, and Black people. As a patient-centered organization, all our work is done with equity in mind, so we are addressing the needs of the people who are most heavily impacted by the disease.

For more information, visit:

usagainstalzheimer.org





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