



7TH ANNUAL
TRISH VRADENBURG GALA

CELEBRATING
**BE BRAIN
POWERFUL®**

WEDNESDAY, OCTOBER 21, 2020

Women**Against**Alzheimer's

UsAgainstAlzheimer's



Welcome to the 7th Annual Trish Vradenburg Gala,

held virtually for the first time. There is no question that 2020 has been an incredibly challenging year—especially for those in the Alzheimer’s community. But because of your generosity, we have raised more than \$650,000 tonight. We are deeply grateful for your support!

As I reflect on the last 10 years, I see real progress and reason for hope. Next year, there will potentially be three new drugs on the market. There is record investment in Alzheimer’s research and a new emphasis on prevention and brain health. We are breaking down racial disparities through our Center for Brain Health Equity.

And, we are amplifying the voice of living with dementia and their caregivers – working to identify what matters most to them and connecting them with the resources they need through our A-List and AD PACE initiatives.

Change is happening and progress is palpable... and that is why we must not stop now.

There are many people and organizations to thank tonight including our incredibly generous co-chairs and sponsors, our honorees and speakers, and our loyal friends and supporters who stand with us in the fight. Thank you for being part of US.

George Vradenburg

Chairman and Co-Founder, UsAgainstAlzheimer's



Welcome to a night to Be Brain Powerful! This virtual gala is more than an event, it is an important part of a movement to change the way we think about brain health in our lives. Maintaining brain health can play a crucial role in reducing the risk of Alzheimer's disease and our Be Brain Powerful® campaign puts women in the lead, helping everyone take steps to prevent cognitive decline and achieve better overall health outcomes.

The campaign is part of our larger effort to change how our healthcare system takes care of our brains on a path to eradicating Alzheimer's disease. Because we know that physical indicators of Alzheimer's begin as much as 20 years before symptoms, our work must start early and everywhere and everyone here tonight is part of the solution. We are so proud to have Mandy Moore as a National Ambassador of the campaign and thrilled that she will be with us tonight.

But this is also a night to raise the voices of those that are suffering now from this disease—those living with dementia and their caregivers. To those on the front lines, we stand with you and fight for you every day and we won't stop until there is a cure.

Thanks to all of tonight's incredibly generous sponsors who have provided critical support of our work. Because of you we are able to continue this work until we can all say that together, we put an end to Alzheimer's.

Jill Lesser

President, WomenAgainstAlzheimer's



Bea Lerner Valor Award

Mandy Moore

Tonight, we honor Mandy Moore, singer, songwriter, actress and advocate with the 2020 Bea Lerner Valor Award. Mandy's character Rebecca Pearson, on the beloved NBC hit *This is Us* has drawn national attention to Alzheimer's and dementia. Depicting one family's journey with the diagnosis, Mandy and the entire cast have helped bring Alzheimer's out of the shadows and into the national spotlight where it needs to be.

"I've learned the importance of early detection and diagnosis for Alzheimer's as I've researched for my role as Rebecca, and I'm honored to be an ambassador for the Be Brain Powerful Campaign," Moore said. "Early detection doesn't happen often enough, and I'm looking forward to spreading awareness about brain health. This is the first step to break down these barriers and get these conversations started sooner with our loved ones and our healthcare provider."

The Bea Lerner Valor Award is given annually in honor of a person living with dementia, caregiver or advocate who shows a commitment to raising awareness and brings determination, hope and humor in the fight against Alzheimer's disease. Previous recipients include: Seth and Lauren Rogen (2019), Lynda Everman (2018), Daisy Duarte (2017), Greg O'Brien (2016).



Corporate Champion Award



This 2020 UsAgainstAlzheimer's Corporate Champion is AARP, the nation's largest nonprofit, nonpartisan organization dedicated to empowering Americans 50 and older to choose how they live as they age. AARP was one of our early partners of our Brain Health Partnership, collaborating with us to promote optimal brain health across the lifespan. They also helped underwrite our Tribute Wall this evening, a place to share diverse stories from all across the nation raising their voices in support of the mission to end Alzheimer's.

As CEO of AARP, Jo Ann Jenkins leads the world's largest nonprofit, nonpartisan membership organization, harnessing the power and passion of almost 2,300 staff members, 60,000 volunteers and numerous strategic partners. Since joining the organization in 2010 and heading it since 2014, she has transformed AARP into a leader in social change, dedicated to empowering people to choose how they live and age. A fearless champion for innovation and impact, Jenkins is often lauded for her ability to create business opportunities and competitive differentiation. She has been described as a visionary and global thought leader, a catalyst for breakthrough results, accelerating progress while fostering positive relationships.

UsAgainstAlzheimer's is honored to have AARP as a dedicated partner in our mission to end Alzheimer's disease.



Congressional Champion Award **Senator Patty Murray (D-WA)**

The 2020 Congressional Champion is Senator Patty Murray of Washington. As a longtime backer of legislation to support caregivers, advance research, and improve care, Senator Murray has enabled critical advances against America's most expensive disease.

Senator Murray is a co-author of the Health Outcomes, Planning, and Education (HOPE) for Alzheimer's Act and the ranking member of the Senate Appropriations Subcommittee on Labor, Health and Human Services, Education, and Related Agencies which has allocated the most significant increase in funding for National Institutes of Health (NIH) research for Alzheimer's.

We are grateful to Senator Murray for her commitment to the more than 5 million Americans suffering from Alzheimer's and their 15 million care partners.

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PREMIER



PLATINUM



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THE TRIBUTE WALL IS MADE POSSIBLE BY:

UNDERWRITER



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ABOUT THE BE BRAIN POWERFUL® CAMPAIGN

As more and more research illustrates that prevention and risk reduction interventions will be central to winning the war on Alzheimer's, we are turning hope into action with a focus on brain health. UsAgainstAlzheimer's has launched a collaborative, bold new effort: Be Brain Powerful® — A Campaign for Women's Brain Health. Women are often the chief medical officers for their families, with the proven ability to transform how individuals, clinicians, health systems, and policymakers view the key health issues of our time. Together with our organizational partners and brain trust members, we're leveraging the power of women's voices to make a fundamental change in the way we care for our brains and to demand more from our healthcare system.

THE BRAIN TRUST

LAURA W. BUSH

FORMER FIRST LADY OF THE UNITED STATES
HONORARY CHAIR

MANDY MOORE

SINGER, SONGWRITER, ACTRESS
NATIONAL AMBASSADOR

KATHY CALVIN

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UsAgainstAlzheimer's

Powered by our personal experience and the suffering of millions of families, we press for greater urgency from government, industry, and the scientific community in the quest for an Alzheimer's cure—accomplishing this through effective leadership, collaboration, advocacy, and strategic investments. We believe that Alzheimer's is the health and social economic crisis of this generation. The pace and scale of our fight must equal the challenge—because cures are cheaper than care. And mobilizing advocates to demand a cure—we are mobilizing the most deeply affected communities through our network

WomenAgainstAlzheimer's

WomenAgainstAlzheimer's unites women across the globe to find a cure for Alzheimer's. Our growing network of women is impatient with the slow progress being made in the Alzheimer's fight. Driven by our passion, we are committed to ending current "business-as-usual" approaches to funding, research and advocacy, bringing Alzheimer's out of the shadows and into the spotlight. Because women won't wait.

For more information, visit usagainstalzhimers.org



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science
meets **humanity™**

Biogen is proud to sponsor the
7th Annual Trish Vradenburg Gala

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CREATING HOPE THROUGH INNOVATION

At Eisai, everything we do is guided by a simple principle: patients and their families come first. We spend time with them. We listen and we learn about their lives, their desires and their greatest needs. *We call this human health care or hhc*, giving first thoughts to patients and their families and helping increase the benefits health care provides.

Our hhc mission is what drives us to discover innovative solutions and therapies that help address unmet needs within the communities that we seek to serve.

Eisai is proud to support US Against Alzheimer's 10th Anniversary.

hhc
human health care

TO LEARN MORE, PLEASE VISIT WWW.EISAI.COM/US

At Otsuka, our purpose is to defy limitation, so that others can too.

We have an unwavering belief in going above and beyond for patients, families, providers, and each other. This deep-rooted dedication drives us to uncover answers to complex, underserved medical needs, so that patients can push past the limitations of their disease and achieve more than they thought was possible.



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UsAgainstAlzheimer's
on 10 years in the fight
against Alzheimer's.

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an aging loved one, Home Instead can help.

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#wecare
#letsdothis

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macular degeneration,
and glaucoma.



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Lilly salutes
UsAgainstAlzheimer's
on their 10th anniversary

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Lilly



NBC CONGRATULATES
OUR FRIEND

**MANDY
MOORE**

ON RECEIVING THE PRESITGIOUS
BEA LERNER VALOR AWARD

We salute you for your moving
portrayal on *This Is Us*
and for your commitment to
Us Against Alzheimer's.



As biopharmaceutical researchers keep searching for breakthrough cures they don't have to look far for inspiration. In this new era of medicine, where breakthroughs are transforming prevention and treatment options, PhRMA is committed to fixing America's health care system the right way.

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A-LIST



OVER 66% EXPERIENCED role reversal
with a **PARENT** or **IN-LAW** who has Dementia

56% of caregivers said
THEIR FAITH SUSTAINS THEM

72% WANT MORE SUPPORT
from their Faith Communities

**A-LIST® Asks
"WHAT MATTERS MOST"**

63.3% **DISCUSSED WISHES**
with their loved ones
IF THEY BECOME INCAPACITATED

75% of doctors provided
NO ADVICE ON CAREGIVING

Make your opinions count for research.
Join us at alist4research.org/sign-up/

UsAgainstAlzheimer's



UsAgainstAlzheimer's

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