

The Judy Fund News

A newsletter published exclusively for our friends and supporters

Care and Cure with the Alzheimer's Association

alzheimer's association®

Dear friends and family,

Another year has passed in the life and work of **The Judy Fund**. Our important milestones include crossing the \$4 million mark in funds raised since our efforts began in 2003, which has allowed us to continue to grant money to medical research projects and public policy work through our partnership with the Alzheimer's Association®. We have actively participated in advocacy and public policy work in California and Washington, D.C. and continued our partnership in support of the Association's mission of care, support and research.

This past November, we joined Maria Shriver, First Lady of California and a dedicated Alzheimer advocate, at the Alzheimer's Association Memory Walk® in Los Angeles. We proudly served together as co-captains of **Maria's A-Team**, and led our team of 150 walkers among the thousands through the streets of downtown Los Angeles. **Maria's A-Team** raised over \$50,000 and was recognized as one of the top Memory Walk teams in the nation.

Our partnership with Maria Shriver extended to the annual Women's Conference in Long Beach, California. This important annual event focuses on the state of women and women's issues in our country, as reported by Maria and a cast of national figures that included Madeleine Albright, Richard Branson, Katie Couric and Caroline Kennedy, among many others. I was asked to participate in a panel discussion on 'How to be an Entrepreneur in the Non-Profit World,' alongside the California Secretary of Service and Volunteering Karen Baker and Primal Shah, the president of Kiva.org. I wrote a blog about the experience of that week that can be found on page 4 of this newsletter.

New to this year's upcoming Women's Conference (which will be the final conference that Maria Shriver will lead) we have created Maria's March on Alzheimer's. The 4k March and Candlelight Vigil will kick off the Conference on Sunday, October 24, 2010. Join us in Long Beach for this important Alzheimer advocacy and fundraising event. You can get additional information at www.womensconference.org/march-on-alzheimers.

In March of this past year, we traveled to Washington, D.C. for the Alzheimer's Association Alzheimer's Action Summit. Hearing Donna Brazile's keynote speech was one of the highlights of the two-day event. She spoke of how her grandmother — the woman who raised Donna and her eight siblings — was diagnosed with Alzheimer's when Donna was just 13. Donna and her siblings rallied together to care for their grandmother in their own home. That experience had a profound and lasting impact on Donna, and she concluded her remarks by encouraging all of us to seize the momentum of the Summit and harness the power of our emotions. "It's our time," she said, "our moment to share important stories and get the results we would like to see."

The Judy Fund has raised more than \$4.3 million since 2003. Over 1,500 active donors have sponsored 9 research projects.

While at the Action Summit, we were struck by the latest *Alzheimer's Disease Facts and Figures* and the shocking disparity between Alzheimer funding and that for other diseases (you can review them in detail at alz.org/alzheimers_disease_facts_figures.asp). From 2000-2006, Alzheimer's disease deaths increased by more than 46 percent, while the death rates in other major diseases declined significantly. Strategic investments in other diseases have resulted in increased survivorship, and those with Alzheimers — currently and in the future — deserve a similar chance.

Baby boomers are entering the years of greatest risk for developing Alzheimer's disease — which should be very frightening not just to us, but to our leaders and the country as a whole. One in eight people will have Alzheimer's disease. With 78 million boomers, these percentages will bankrupt Medicare and Medicaid. We all need to rise up and march. Please join your local Memory Walk and come down to Long Beach in October and march with us, as your presence will mean everything to this effort. Our history proves time and time again, "Never doubt that a small group of thoughtful, committed people can change the world. Indeed it is the only thing that ever has."

My mother Judy was very much an agent of change — we would not have been so successful in our Judy Fund efforts without the unique power and character of who she was as a person. She would approve of our work here and would be first to lead the March, using her energy and goodness to bring everyone alongside.

Elizabeth Gelfand Stearns
Chair
The Judy Fund

Elizabeth Gelfand Stearns, Maria Shriver and Lea Thompson participate in Maria's A-Team at the 2009 Los Angeles Memory Walk.



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Please visit The Judy Fund's website at alz.org/judyfund for more information about how you can help in the fight against Alzheimer's.



Advocates raise candles in remembrance at the Candlelight Tribute Rally during the Alzheimer's Association Alzheimer's Action Summit 2010.

Advocating for change

Advocates unite in Washington

On March 7-9 in Washington, D.C., more than 600 advocates gathered at the Alzheimer's Association Alzheimer's Action Summit to advance the fight against Alzheimer's disease. These passionate individuals came from across the country with one goal in mind: to tell Congress that Alzheimer's should be a national priority.

The Summit gives participants the opportunity to learn about Alzheimer's, create dialogue about the disease and train to deliver key policy messages to lawmakers. It is the only Alzheimer-themed event of its kind on Capitol Hill.

The event began on March 7 with a moving Candlelight Tribute Rally at the steps of the Lincoln Memorial, featuring Alzheimer Champions Soleil Moon Frye and David Hyde Pierce. Pierce encouraged advocates to demand support from the government. He reminded the crowd of the hardships America has overcome, citing Lincoln's battle to end slavery.

"Look at the man behind me," Pierce said, pointing to the Lincoln Memorial, "and tell me that we can't do this. We can overcome our differences. We can overcome tough times. We can do this."

On Monday, a passionate keynote address from political strategist Donna Brazile kicked off a day filled with training and education. Brazile, the first African-American woman to manage a presidential campaign, electrified the audience with her insider perspective on Washington.

Brazile also shared her personal experiences with Alzheimer's. When Brazile was just 13 years old, her grandmother, Frances, was diagnosed with the disease. Brazile and her eight siblings worked together to care for their grandmother in their own home.



Political strategist Donna Brazile addresses attendees of the Alzheimer's Action Summit.



The 2009 National Alzheimer's Gala was held at the National Building Museum.



Soleil Moon Frye accepts the Young Champions Award at the Gala.



Marshall Gelfand (left) and Elizabeth Gelfand Stearns (right) had the opportunity to speak with Donna Brazile during the Alzheimer's Action Summit.

Brazile acknowledged that not all families are able to keep a loved one in a home environment and cited this as one of the reasons to take political action on behalf of all people affected by Alzheimer's.

"You have an opportunity to tell your elected leaders not only your personal story but also about the terrible costs to our personal and federal budgets if Alzheimer's is not addressed," she said. "This is a great moment to be [in Washington]."

During lunch, Social Security Administration (SSA) commissioner Michael Astrue received the Alzheimer's Association 2010 Humanitarian Award for his leadership in ensuring that the Compassionate Allowances Initiative includes early-onset Alzheimer's disease. The accomplishment was one that many in the assembled crowd of advocates fought vigorously to achieve.

"When I heard the news, I just cried," said Kris Bakowski, an advocate from Georgia and a former Alzheimer's Association early-stage advisor. "Thank God someone listened. Thank God someone did something."

Astrue also drew praise from President Obama

"Commissioner Astrue has worked tirelessly to ensure that disabled Americans receive the Social Security disability benefits they've earned in a timely way. I congratulate Mike for receiving this honor, and I know he joins me in admiration for the tremendous work that the Alzheimer's Association does every day," Obama said in a statement.

March 9, the culminating day of the Forum, began with a Congressional Roundtable Briefing announcing the release of the Alzheimer's Association 2010 Alzheimer's Disease Facts and Figures report, a comprehensive compilation of national statistics on Alzheimer's disease and its impact on individuals, families and our healthcare system.

The report shows that African-Americans are about two times more likely to have Alzheimer's and other dementias than whites, and Hispanics are about one and one-half times more likely. In addition, despite their elevated prevalence, these two groups are less likely than whites to have an Alzheimer diagnosis.

The following discussion featured a panel comprising Congressional Task Force on Alzheimer's Disease co-chairs Reps. Edward Markey (D-Mass.) and Christopher Smith (R-N.J.); Rep. Donna Christensen (D-V.I.), co-chair of the Health and Wellness Task Force of the Congressional Black Caucus; and Rep. Loretta Sanchez (D-Calif.).

Other panelists included Alzheimer's Association honorary national board member and Alzheimer Champion David Hyde Pierce, Alzheimer's Association President and CEO Harry Johns and noted Alzheimer researcher Dr. Goldie Byrd.

After the briefing, advocates made more than 300 visits to congressional offices to advance legislation in favor of Alzheimer research, care and support. The three pieces of legislation that advocates focused on were: the Alzheimer's Breakthrough Act (H.R. 3286/S.1492), which would bring research funding for Alzheimer's disease up to \$2 billion at the National Institutes of Health; the Alzheimer's Detection, Diagnosis, Care, and Planning (ADD-CAP) Act, providing Medicare reimbursement for a bundled package of services to increase the diagnosis of Alzheimer's; and the National Alzheimer's Project Act (S.3036/H.R. 4689), which would launch an inter-agency Advisory Council to create a coordinated National Alzheimer's Disease Plan.

The Summit concluded with a glamorous evening at the National Alzheimer's Gala, held at the National Building Museum, where Washington community recognized leaders in the fight to end Alzheimer's disease. *

To learn more about the Alzheimer's Association Action Summit, visit alz.org/summit.

Zenith Society

Members of the Alzheimer's Association Zenith Society, representing the Association's highest level of giving, were able to enjoy several unique experiences at the 2010 Summit, including a nighttime tour of the U.S. Naval Observatory on the grounds of the vice president's home and an exclusive meet-and-greet photo opportunity with Donna Brazile. Members also attended a private dinner with James Greenwood, president and CEO of the Biotechnology Industry Organization; Dr. Bill Thies, chief medical and scientific officer, Alzheimer's Association; and Betty Wells, well-known artist for the Supreme Court. To learn more about the Zenith Society, visit alz.org/zenith_society.

A view from the ground of the new Woman's Nation, 2009

By Elizabeth Gelfand Stearns, 2009 Women's Conference



The Women's Conference®
The Nation's Premier Forum for Women

After a two-day journey to the center of the new women's movement, packaged and delivered with style by Maria Shriver, first lady, feminist, activist and global everywoman, I have returned to my life, stimulated, motivated, changed.

I left Long Beach, Calif. last night with 14,000 other women (and a few token men) feeling the need for a cup of tea, a good, long nap and time to process what I had experienced — speakers from around the globe sharing stories so personal they felt familiar. Brand-name stars shed the cloaks of their celebrity and made us feel like they had come for an intimate chat, right there, with us. Platforms shared by powerful women — one with the ability to shift the world's economic freefall; the other a survivor of a childhood in the sex trade of Cambodia — both having a lot to say about the state of women in this world and leading the kind of exemplary lives that will make a difference to so many more beyond themselves.

The deep well of loss, grief, healing and resilience was another topic illuminated on the arena stage yesterday afternoon. Maria's journey through grief in the days following the death of her mother, Eunice Kennedy Shriver (as she shared so poignantly with us yesterday) is shrouded by the long, quiet goodbye she is saying each day to her father, Sergeant Shriver, who is losing the ultimate battle of his life to Alzheimer's disease.

Maria is an "every woman" who has borne witness to this disease and could be rendered useless by its power. But she is not powerless — she is a part of the architecture of change. I, too, am a daughter of a parent whose mind has been lost to Alzheimer's disease. Maria and I are bound together with millions of other daughters around the globe. Our shared responsibility is to advocate and motivate our national legislators to fund the research path that will lead to Alzheimer's survivorship. We have role models: other great women standing in front of devastating diseases (breast cancer, AIDS, heart disease) and getting the job done.

Be a part of this change we are creating in the battle against Alzheimer's disease. Come join Maria's A-team at the Los Angeles Memory Walk on Sunday morning, November 7 in downtown Los Angeles (alz.org/mariasateam).

Change is in each of us, every day. *

Hosted by California First Lady Maria Shriver and Governor Arnold Schwarzenegger, The Women's Conference® is the nation's premier forum for women, empowering women to be Architects of Change® in their own lives, their communities and the world. More than 140 extraordinary speakers come together with 30,000 women to be educated, inspired and empowered. The Women's Conference is also a global online community, where more than one million women gather to learn how to truly change the world.

Association plays vital role in Social Security victory

In February 2007, Joyce Simons, then 57, was diagnosed with Alzheimer's disease and vascular dementia. The diagnosis changed her life forever and forced her to end her teaching career, one of her biggest passions.

Despite the challenges she would begin to face, Joyce remained committed to raising awareness and education about Alzheimer's. She testified at the July 2009 Social Security Administration (SSA) hearing to tell officials why early-onset Alzheimer's disease should be added to the list of conditions under its Compassionate Allowance Initiative.

"There's nothing more I would love to do than to be back in the classroom working with my students, helping them to walk in their potential," she said, "but with this disease, it's impossible. This is a disease that should be included under Social Security's Compassionate Allowances initiative — it is simply the right thing to do."

People like Joyce, along with the Alzheimer's Association, celebrated a major victory this year when the SSA decided to include early-onset/younger-onset Alzheimer's in the Compassionate Allowances Initiative. The addition gives people with the disease expedited access to Social Security Disability Insurance (SSDI) and Supplemental Security Income (SSI), simplifying and streamlining the application process and decreasing the wait time for benefits — which for some has lasted as long as three years.

"Social Security benefits are crucial to individuals under age 65 with Alzheimer's disease," said Alzheimer's Association President and CEO Harry Johns, "because these people lose their jobs, income and health coverage at the very same time they face the biggest challenge of their lives: the reality of living with Alzheimer's."

The Alzheimer's Association was at the forefront of the effort to add early-onset Alzheimer's to the Compassionate Allowances list, advocating since 2003 on behalf of individuals as they navigate the Social Security disability determinations process.

In an afternoon ceremony at the Alzheimer's Association Alzheimer's Action Summit in March, SSA commissioner Michael Astrue received the Alzheimer's Association 2010 Humanitarian Award for his leadership on the Compassionate Allowances issue. He thanked the Alzheimer's Association for its work.

"There have been skeptics and doubters, but we did it," he said. "I commend Harry [Johns] and everyone at the Alzheimer's Association for doing such a spectacular job. Your whole membership should be grateful for your advocacy." *

For more information on the Compassionate Allowances Initiative advocacy victory, visit alz.org.

Reports detail how Alzheimer's will affect our future

Two Alzheimer's Association reports released this year highlighted the urgency for action in the fight against Alzheimer's disease.

2010 Alzheimer's Disease Facts and Figures detailed the escalation of Alzheimer's, which currently impacts as many as 5.3 million Americans, and conveyed the burden of Alzheimer's and dementia on individuals, families, local and state government and the nation's healthcare system.

Featuring information on prevalence, mortality, costs of Alzheimer care and caregiving, *Facts and Figures* included a special report on race, ethnicity and Alzheimer's disease. The report stated African-Americans and Hispanics are at higher risk for developing Alzheimer's; African-Americans are about twice as likely to have Alzheimer's than whites, and Hispanics are about 1.5 times more likely than whites to develop the disease.

While African-Americans and Hispanics have a higher rate of Alzheimer's and dementia, they are less likely than whites to have a diagnosis. The report examined the implications of this later diagnosis on families and healthcare costs, as well as the impact health conditions like high blood pressure and diabetes (prevalent in African-American and Hispanic communities) have on increasing Alzheimer risk.

A sobering fact from *Facts and Figures* is that Alzheimer's will continue to impact more lives due to a rapidly aging baby boomer population. From 2000 to 2006, Alzheimer's disease deaths increased 46.1 percent, while other selected causes of death decreased. The report highlighted how strategic investments in other diseases have resulted in declines in deaths and that we need to see the same type of investment for Alzheimer's.

Changing the Trajectory of Alzheimer's Disease: A National Imperative echoed the findings of *Facts and Figures* by showing that in the absence of disease-modifying treatments, the costs of care for people with Alzheimer's from 2010 to 2050 will exceed \$20 trillion. *Changing the Trajectory* also noted that the number of Americans age 65 and older who have the disease will increase to 13.5 million by mid-century.

The report examined the current projections and costs associated with the Alzheimer crisis, as well as what Medicare and Medicaid savings are possible if disease-modifying treatments were available. Total costs of care for individuals with Alzheimer's disease by all payers will soar from \$172 billion in 2010 to more than \$1 trillion in 2050, with Medicare costs increasing more than 600 percent, from \$88 billion today to \$627 billion in 2050. During the same time period, Medicaid costs will soar 400 percent, from \$34 billion to \$178 billion.

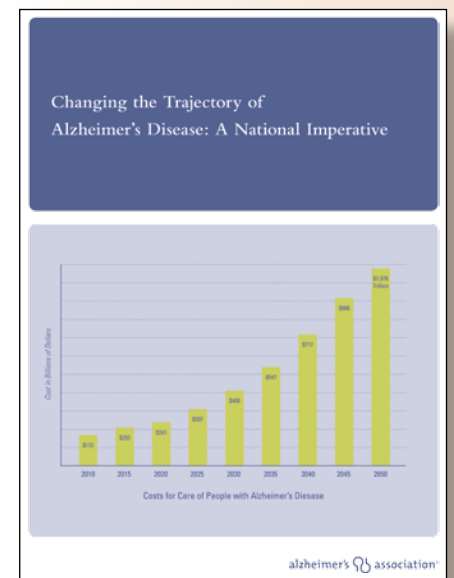
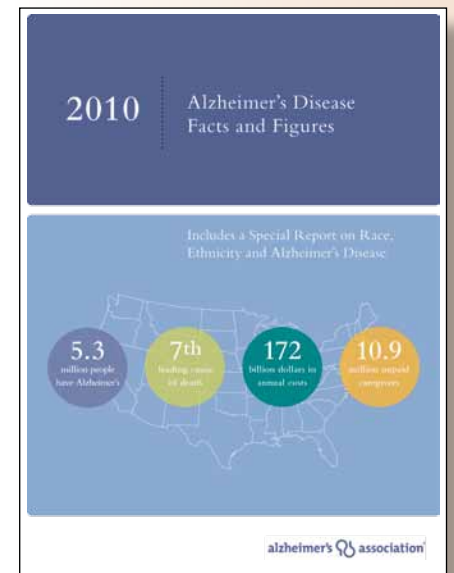
"We know that Alzheimer's disease is not just 'a little memory loss.' It is a national crisis that grows worse by the day," said Harry Johns, Alzheimer's Association president and CEO. "Alzheimer's not only poses a significant threat to millions of families, but also drives tremendous costs for government programs like Medicare and Medicaid."

The report pointed out that Medicare and Medicaid can achieve dramatic savings — and lives could be significantly improved — with even incremental treatment improvements.

"Today, there are no treatments that can prevent, delay, slow or stop the progression of Alzheimer's disease," said Johns. "While the ultimate goal is a treatment that can completely prevent or cure Alzheimer's, we can now see that even modest improvements can have a huge impact."

"The impact of Alzheimer's disease, both in terms of lives affected and costs of care, is staggering," added Robert J. Egge, Alzheimer's Association vice president of public policy. "While we strive for the ideal — a treatment that completely prevents or cures Alzheimer's disease — even more modest, disease-modifying treatments would provide substantial benefits to families and contribute to the solvency of Medicare and Medicaid." *

Visit alz.org for more information and to view the full reports.





Birthday Club members (from top left) Helene Berman, Joy Anderson, Cyma Cohen, Helen Leaf, Judy Gelfand, (from bottom left) Helen Galen, Cydney Osterman and Marjie Victor.

Remembering Judy

By Joy Anderson and Helene Galen

Judy Gelfand was more than just our friend; she was our Birthday Club sister. The Birthday Club was a group of eight women who first came together in Palm Springs 1992 to celebrate each other's birthdays. For many years after that, we would meet throughout the year with a set plan — to celebrate each of the eight birthdays.

It really did feel like a sisterhood — linked together through the Birthday Club, we shared a lot of happy, happy times. We all had busy lives, interests of our own, families, children and responsibilities. But that wasn't what connected us. We didn't spend a lot of our time talking about families or our kids. It was all about us, the eight women. And when we were with the Birthday Club, we were just ourselves, having a ball with our closest friends. It was definitely a gab fest, our own ya-ya sisterhood!

Often, we just got together for lunch or a small birthday party, but we also traveled to places like Aspen and Lake Arrowhead. On those trips we did yoga, we hiked, we had picnics, and we just relaxed and were ourselves. Most of us, and especially Judy, were very involved in charitable events and politics; but this time together was a respite from that — it was a special, cherished time. Everybody needs balance and the Birthday Club really did provide balance for us.

Our overnight trip to Lake Arrowhead was one of our more infamous outings. We stayed in a house with an outdoor Jacuzzi. One night, we all got in, one by one, and skinny-dipped in the Jacuzzi. It was hilarious, and we still laugh about it. Judy had a line she used to say — one she took from one of her grandchildren — “We need to have a 'scussion.” She would say that all the time, and then we'd really get going!

Judy was famous for her poached salmon (her signature dish) and her loyalty. She would drop anything if you needed her. She was a great friend. She was glamorous, loving and generous. She was a good, kind human being. We don't think there was anybody she didn't love. And that's how we remember Judy.

The Birthday Club was a deepening friendship, one that grew stronger with each year that went by. We matured together and shared each other's happiness and sorrows. When we saw Judy begin to slip away, we were taken by things that people who didn't know her as well might not have even noticed. Then, as time went on and the disease progressed, we saw more signs that the Judy we knew wasn't there anymore.

**“We don't think there was anybody she didn't love.
And that's how we remember Judy.”**

We all had a very special bond and Judy was a big part of it. Her absence is a great loss and we miss her terribly. But we continue to talk about Judy with all the joy and love in our hearts. She's still a part of our lives. The Judy Fund is her legacy. She made a great mark in so many areas of her life, and this wonderful legacy carries on her generosity and her spirit. ✨

Joy Anderson is an artist living and working in Malibu, Calif. She is deeply dedicated to the causes of mental illness and homelessness.

A dedicated philanthropist and benefactor of the arts and all things USC, Helene Galen resides in Rancho Mirage, Calif.

Judy Fund awards for Alzheimer's disease research

Since its founding in 2003, The Judy Fund has raised and granted millions of dollars to assist the work of the Alzheimer's Association. The following research teams are just some that have benefited from Judy Fund support. They have focused on Alzheimer risk factors, molecular processes that affect Alzheimer progression and optimal methods for treating people who have acquired the disease.

Ramon Diaz-Arrastia, M.D., Ph.D., 2006 Zenith Grantee \$25,000 over two years

Dr. Diaz-Arrastia and his team have studied high blood levels of the chemical homocysteine. Research has shown that high homocysteine levels in Alzheimer's are associated with low levels of vitamin B12 and folic acid, two compounds essential for brain health. To further explore this line of inquiry, Dr. Diaz-Arrastia's team administered high-dose vitamin B12 treatments to people in the early stages of dementia. This treatment both reduced the individuals' homocysteine levels and slowed their rate of cognitive decline. However, similar B12 therapy proved less beneficial when given to people with more advanced dementia. The researchers also began looking for genetic factors that might underlie homocysteine's role in Alzheimer progression. In order to finish their genetic analyses, the investigators have asked the Alzheimer's Association for a no-cost extension to their grant.

Edward H. Koo, M.D., 2003 IIRG Grantee \$92,800 over one year

Dr. Koo's group has focused on how a key protein in Alzheimer pathology affects the activity of genes in mouse brains. This protein, called amyloid precursor protein (APP), normally resides within the cell membrane. But under certain conditions, enzymes can cut APP into fragments. One of the fragments is beta-amyloid, which accumulates in the spaces outside of nerve cells. The other fragment is called APP intracellular domain (AICD), and it remains inside the nerve cell. Many researchers have suspected that AICD may activate certain genes, and Dr. Koo's team has worked to identify such genes. So far, the researchers have isolated about 1,000 segments of genes that bind to AICD. They are now trying to validate whether these segments are parts of genes that affect the disease-related cutting of APP and the progression of Alzheimer's disease.

William Jagust, M.D., 2008 Zenith Grantee \$450,000 over three years

Dr. Jagust's group is using imaging technology to identify brain changes that occur during the earliest stages of Alzheimer's. They plan to determine whether these changes affect cognitive function. For their effort, the researchers have been working with healthy, older individuals. The participants are receiving multiple magnetic resonance imaging (MRI) and positron emission tomography (PET) scans, which can track the development of amyloid plaques and changes in brain volume over time. The investigators are also giving their participants cognitive tests, to determine any correlations between physical changes in the brain and changes in cognitive function. Preliminary findings indicate that the people who developed amyloid plaques also showed declines in the size of the

hippocampus, an area of the brain associated with learning and memory. Some, though not all, of these people also exhibited cognitive decline.

Bruce T. Lamb, Ph.D., 2005 Zenith Grantee \$250,000 over two years

Dr. Lamb and colleagues assessed how genetics and lifestyle interact to influence Alzheimer risk. Specifically, they focused on how a high-fat, high-cholesterol diet affects levels of beta-amyloid in four genetic strains of mice. Beta-amyloid is a protein fragment that tends to form clumps called plaques in the Alzheimer brain. Dr. Lamb's researchers fed their mice diets with differing amounts of fat and cholesterol. One mouse strain proved especially susceptible to plaque formation when fed the unhealthy diet. Further testing identified over 200 genes in this strain that may be activated or suppressed by the diet. Some of these genes may hinder the clearance of beta-amyloid from the animals' brains.

George Perry, Ph.D., 2007 Zenith Grantee \$250,000 over two years

Dr. Perry and colleagues have shed new light on the role of mitochondria in Alzheimer processes. Mitochondria are structures inside of cells that produce energy for cellular functions. Earlier research had shown that mitochondria behave abnormally in Alzheimer's disease. They produce large amounts of toxic oxygen molecules called free radicals, which can cause oxidative stress — or cellular damage — that lead to brain cell death. Dr. Perry's team studied mitochondrial function in the autopsied brain tissue of people with Alzheimer's disease. They found that the mitochondria are unable to move normally around the cell during Alzheimer's. They also found that small accumulations of beta-amyloid proteins, known as oligomers, may prevent normal mitochondrial movement. In addition, the researchers observed that high levels of a mitochondrial compound called "heme-a" might play a major role in producing toxic free radicals.

Philip Sloane, M.D., M.P.H., 2004 Pioneer Grantee \$1 million over five years

Dr. Sloane has used Judy Fund support to assess the effectiveness of Alzheimer care in assisted living facilities. These researchers have identified a number of ways to improve facility practices. For example, they have recommended methods to prevent facility residents from falling down and to ensure that facility personnel administer complex Alzheimer medication properly. They have also begun studies to evaluate how well acupuncture can relieve pain after hip surgery, and to assess the value of certain long-term care personnel.

Association continues to move research forward

Since awarding its first grants in 1982, the Alzheimer's Association has committed over \$265 million to more than 1,800 best-of-field grant proposals. Due in part to Association efforts, scientists have a stronger foothold on methods for early detection, biological and lifestyle risk factors that may contribute to the development of Alzheimer's disease and therapies that hold promise for improved treatments.

In addition to the grants program, the Association instituted a number of initiatives this year to help move Alzheimer research forward:



Alzheimer's Association TrialMatch™

Alzheimer's Association TrialMatch™ is a free service that makes it easy for people with Alzheimer's, caregivers, families and physicians to locate clinical trials based on personal criteria (diagnosis, stage of disease) and location. Enrolling the right participants helps researchers accurately measure the effect of a treatment.

It is an exciting time in the Alzheimer research field, and more than 100 studies pertaining to Alzheimer's disease and related dementias are underway and recruiting volunteers. The new Alzheimer's Association TrialMatch™ allows users to quickly and easily search these trials.

Alzheimer's Breakthrough Ride

This summer researchers took action with the Alzheimer's Breakthrough Ride™, a journey from coast to capital to raise awareness and funds for the fight against Alzheimer's disease.

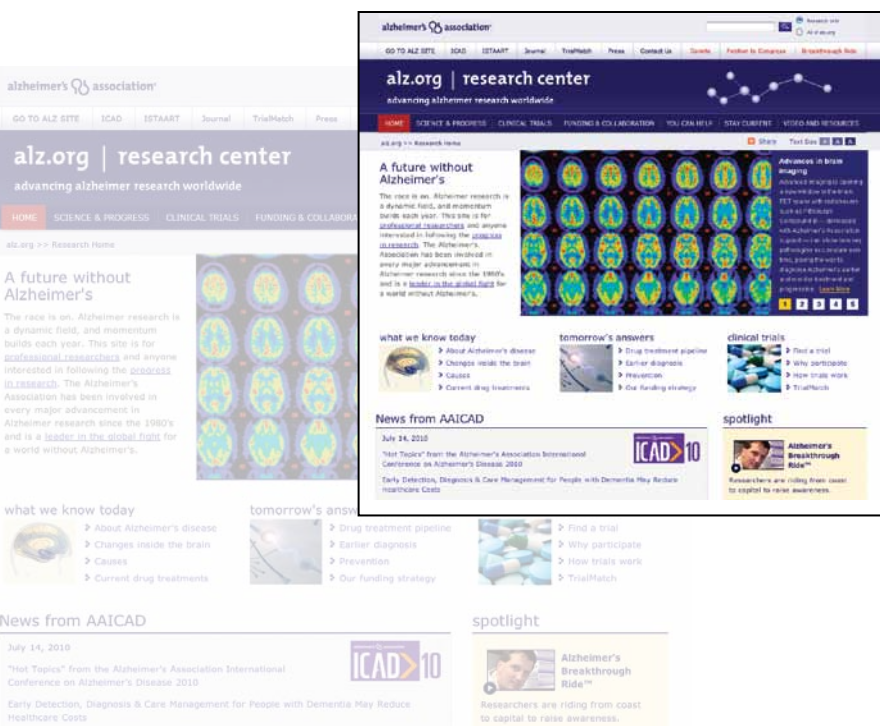
Starting on July 17 in San Francisco, participants cycled cross-country to collect 100,000 signatures asking Congress to make Alzheimer's a national priority. On Sept. 21, World Alzheimer's Day, riders will gather in the nation's capital to show our leaders that Alzheimer's cannot be ignored.

alz.org Research Center

Our new Research Center website at alz.org is where researchers and the general public can go to understand the exciting Alzheimer research field and how they can help support research progress.

The Research Center offers quick links to key content areas (such as Alzheimer's Association TrialMatch and the Alzheimer's Breakthrough Ride), at-a-glance information on the most important updates and other great features. In addition, the site includes updated news on Alzheimer science and progress, the research story of the Association and information on how people can help in the fight against the disease. ✨

For more information on how the Alzheimer's Association is moving Alzheimer research forward, visit alz.org.



Research Spotlight:

Mary Sano, Ph.D.

Baby Boomers, Menopause, Alzheimer's

With the aging of the baby boom generation, there is an increased urgency to Alzheimer research. It's estimated that one in eight baby boomers—10 million people total—will develop Alzheimer's disease. The emotional, financial and societal impact of this increase will be profound, and Alzheimer's Association-funded researchers at institutions across the country are working to push the pace of research forward and anticipate the medical needs of our aging population. Dr. Mary Sano is on of them.

Managing menopause and Alzheimer's

One researcher breaking new ground is Mary Sano, Ph.D., professor of psychiatry and director of Alzheimer's disease research at Mount Sinai School of Medicine in New York. In July, Dr. Sano presented findings of her study on hormone replacement therapy (HRT), cognitive loss and the prevention of postmenopausal Alzheimer's disease at the Alzheimer's Association International Conference on Alzheimer's Disease 2010 in Hawaii.

Researchers originally thought HRT may protect women against Alzheimer's. Once it was discovered that HRT actually seemed to increase cognitive loss and risk of Alzheimer's (as well as raise the risk for heart disease), most women halted HRT. Dr. Sano's study followed these women for several years to determine the short- and long-term effects of HRT on cognitive functioning.

The five-year study followed 477 healthy, non-demented women 65 years or older. All the women had a family history of dementia, but no cognitive loss or impairment themselves at the start of the trial. As a randomized trial, some women received placebo, while others received estrogen-based hormone replacement therapy. Dr. Sano's study confirmed that HRT has a detrimental effect on cognition, but — most significantly — it also found that cognitive deficits disappeared once the women stopped HRT. The composite memory score in the HRT group was significantly lower than in the placebo group at the first two annual follow-ups. At the three-year mark, however, there was no subsequent difference between the groups.

That's promising news for women suffering from menopausal symptoms, Dr. Sano said. "What that means for women approaching menopause and experiencing severe symptoms is that HRT may be a legitimate treatment option, and short-term use may help manage symptoms without permanent cognitive loss," she explained.

"We have to remember that our cognition is important, but so is our whole being," Dr. Sano continued. "If women need HRT to treat menopausal symptoms, they should understand that they will likely experience a cognitive deficit, but the deficit will go away, and the use of HRT does not seem to increase their overall risk for developing Alzheimer's disease."

Helping identify Alzheimer's sooner

Dr. Sano is also director of a new clinical study using home-based assessments to try to identify Alzheimer's in its earliest stages — even before people notice symptoms themselves. The earlier Alzheimer's is diagnosed, the sooner people can begin treatments to help slow the progression of the disease and the longer people can remain active, participating members of society.

In the current study, people age 75 and older participate in regular assessments, either via phone, computer or mail-in survey. Because the assessments are home-based, participants need not live near a large research center, which helps broaden the pool of participants. The Association is playing a critical role by publicizing the need for non-symptomatic people to participate in this and other trials, Dr. Sano said.

"In addition to providing seed money to fund studies, the Association is also providing awareness to the public of why the research is necessary and why their participation is critically important," she said. "By engaging not just [those with] Alzheimer's, but family, friends and community members, we broaden our pool of trial participants and increase our understanding of the disease."

It is especially important for baby boomers to become involved in clinical trials, she continued, as they represent the largest population at risk for the disease. "We want their experience to be different from their parents', and we need research to define a better outcome and help us map a better route," she said. ✨

"We have to remember that our cognition
is important, but so is our whole being,"

Dr. Mary Sano

Celebrities honor Alzheimer Champions at A Night at Sardi's



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Hollywood celebrities joined together for the Alzheimer cause in March at the 18th annual A Night at Sardi's benefit. The event raised more than \$1.1 million for research, care and support for people living with Alzheimer's disease and their families

Seth Rogen (host), Anne Hathaway and David Hyde Pierce were among the celebrities who attended the event, which included an awards dinner and musical revue. The night's proceeds benefit the Alzheimer's Association California Southland Chapter.

Other celebrities in attendance included Jason Alexander, Billy Crystal, Ashton Kutcher and Demi Moore. The event's co-chairs were Laurie Burrows Grad and Peter Grad. Laurie created A Night at Sardi's in honor of her late father, playwright/director Abe Burrows, who died with Alzheimer's in 1985. The annual gala has raised nearly \$19 million.

The Marshall Family (director Garry, director/actress Penny and producer Ronny) received the 2010 Champions Award for their active involvement with the Alzheimer's Association. Garry accepted the award at the event.

While the cause is serious, the evening featured some lighter moments befitting Garry Marshall's accomplished career featuring Hollywood comedies such as *Valentine's Day* and *Pretty Woman*.

In an interview with *The Los Angeles Times*, Alzheimer Champion Seth Rogen, star of films such as *The 40-Year-Old Virgin* and *Funny People*, said "I want to work with him. We can remake *Pretty Woman* with me, and we'll make it *Schlubby Dude*." For his part, Marshall joked that his mother, who had Alzheimer's, could sometimes be less than nurturing, calling her "the Simon Cowell of the Grand Concourse."

"At my birthday, she'd say, 'Garry is celebrating 11 years of being round-shouldered,'" said Marshall, the *Times* reported. "When Penny had an overbite, she said, 'When I want to open a Coke bottle, I do it with Penny's teeth.'"

The benefit's other honorees included Susan Dietz, who received the Humanitarian Award for extensive support to the Alzheimer's Association. Actress, entrepreneur and Alzheimer Champion Soleil Moon Frye received the Caregiver Award for her awareness efforts in the fight against the disease. Her father, Virgil "Sonny" Frye, has Alzheimer's. *

For more information about A Night at Sardi's, visit alz.org.

The Judy Fund online: Stay in touch

The Judy Fund website allows you to stay up-to-date on Judy Fund news and events. Read a summary of research sponsored by The Judy Fund or watch videos of Gelfand family members talking about the fund and its namesake, Judith Gelfand. Learn about the latest advances in Alzheimer research and updates on advocacy efforts. You can even donate online through the secure, encrypted website.

Now, thanks to The Judy Fund website, you're never more than a click away from the effort to create a world without Alzheimer's. Visit alz.org/judyfund to learn more about The Judy Fund and how you can make a difference. *



Memory Walk

2010 Memory Walk — Rancho Cucamonga, CA

Where: Rancho Cucamonga Epicenter

When: Saturday, October 9, 2010 7:30 a.m.

Contact: Call or e-mail the Alzheimer's Association California Southland Chapter at 323.930.6228 or brian.welch@alz.org.

2010 Memory Walk — Los Angeles, CA

Where: Century Park, 2000 Avenue of the Stars, Los Angeles, CA 90067 (Century City)

When: Sunday, November 7, 2010 7 a.m.

Contact: Call or e-mail the Alzheimer's Association California Southland Chapter at 323.930.6228 or brian.welch@alz.org.

Sign your team up today at alz.org/mv



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Accelerating research across the world

On July 10-15, the Alzheimer's Association International Conference on Alzheimer's Disease 2010 (AAICAD) brought nearly 4,000 leading scientists from around the globe together in Honolulu to collaborate and discuss the latest advances in Alzheimer's disease research.

"At AAICAD, we saw promising investigations being pursued on a variety of fronts – avenues that could very well lead to significant changes in Alzheimer diagnosis and treatment. However, the chronic underinvestment in Alzheimer research continues to be the greatest obstacle to bringing new, more effective therapies to people," said William Thies, Ph.D., chief medical and scientific officer at the Alzheimer's Association.

Breaking news released throughout the annual conference included:

- The launch of Alzheimer's Association TrialMatch™, a confidential, free, and interactive tool that provides comprehensive clinical trial information and an individualized trial matching service for people with Alzheimer's disease and related dementias.
- Findings indicating that a variety of factors may modulate risk of Alzheimer's and cognitive decline, including physical activity, tea and coffee, vitamin D, an antioxidant-rich diet with walnuts and an obesity gene known as FTO.
- A study revealing older African-Americans and Latinos with cognitive impairment live longer than whites and are less likely to be in nursing homes.
- Results of a short-term (4 month) clinical trial of intranasal insulin in Alzheimer's and mild cognitive impairment (MCI), showing statistically significant benefits on certain tests of memory and functioning.
- Evidence suggesting that having Alzheimer's disease may increase the risk of getting other potentially disabling health conditions, including seizures and anemia.

During the coming months, Alzheimer researchers will continue to follow these studies and learn from their results.

Donors attending AAICAD had access to some of gathering's most exclusive opportunities via a well-organized Donor Summit. A select group of constituents were able to dine with leaders in Alzheimer research and care from around the globe, learn about major developments in Alzheimer science and gain unprecedented access to behind-the-scenes information.

"We had a wonderful experience at the conference and remain invigorated by all of the activity regarding Alzheimer's," said Zenith Society member Dana Dornsife, a 2010 Donor Summit attendee.

In anticipation of AAICAD 2011 in Paris, we are pleased to announce that the conference will also include a Donor Summit. **Stay tuned for more information on this unique opportunity.** ✨



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Care and Cure with the Alzheimer's Association

11 *september '10*

San Francisco Memory Walk
Mission Creek Park, Mission Bay

21 **Alzheimer's Breakthrough Ride Ends**
Washington, D.C.

21 **World Alzheimer's Day (WAD)**

october '10

9 **Inland Empire Memory Walk**
Rancho Cucamonga Epicenter

24 **Maria's March on Alzheimer's**
Long Beach, Calif.

25-26 **The Women's Conference**
Long Beach Convention Center
Long Beach, Calif.

26 **New York City Rita Hayworth Gala**
Waldorf Astoria

november '10

**National Alzheimer's Disease
Awareness Month (NADAM)**

7 **Los Angeles Memory Walk**
Century Park, Century City

march '11

5 **Coachella Valley Memory Walk**
Palm Desert, Calif.

april '11

6 **National Alzheimer's Gala**
Washington, D.C.

may '11

7 **Chicago Rita Hayworth Gala**
The Hilton Chicago
Chicago, Ill.

15-17 **Alzheimer's Advocacy Summit**
Omni Shoreham Hotel
Washington, D.C.

For more information about any of the
above events, visit alz.org.

Remembering a Judy Fund friend

The Judy Fund lost a friend and loyal supporter with the death of Marilyn S. Tenny on March 18, 2010. Mrs. Tenny was a longtime friend of Judy and Marshall Gelfand and a dedicated philanthropist of science, the arts and Alzheimer's disease research through The Judy Fund.

Born in California, Mrs. Tenny spent her early years in California and New York. She attended Syracuse University and graduated with a degree in psychology. It was a shared love for Syracuse that cemented the early friendship between Mrs. Tenny and the Gelfands, as Marshall is a fellow Syracuse alumnus and supporter.

"Part of our friendship was our involvement with Syracuse," Marshall remembered, "but the main thing was she adored Judy. Though there was an age difference, they were very fond of each other and really enjoyed one another's company."

The Gelfands first became acquainted with Mrs. Tenny through charity events in the Palm Springs, California area. Mrs. Tenny and her husband, William, lived in Indian Wells, while the Gelfands were longtime residents of Palm Springs. Both Judy and Mrs. Tenny were involved with multiple charitable and arts organizations in the Coachella Valley and it was only a matter of time before the two community leaders met and became friends, Marshall recalled.

"Marilyn was one of the most charitable people in Palm Springs," he said. "Whatever Judy was involved with, she could count on Marilyn for support."

After Judy became ill with Alzheimer's disease, Mrs. Tenny stayed in touch with her friend. When she learned Judy was fading, she asked if she could come to visit, and then sat with Judy and said her good-byes. After Judy's death, Mrs. Tenny was an early supporter of The Judy Fund and sponsor of *Memories: A Judy Fund Gala* — an annual fundraising event that was held in the Coachella Valley.

Marilyn brought much beauty and culture to the desert. **She will be missed by all of us.**

The Alzheimer's Association is deeply grateful to the families, friends, business colleagues and corporations who have so generously supported the founding and growth of **The Judy Fund**. Marshall M. Gelfand and his family established **The Judy Fund** in 2003 in loving memory of his wife, Judy Gelfand. Since its inception, this family fund has raised more than \$4.3 million in support of the Alzheimer's Association to help prevent this disease from striking future generations. Your support has enabled **The Judy Fund** to finance public policy efforts and vital research grants, including the Association's funding for Pioneer and Zenith Fellow Awards. Thank you for joining the Gelfand family in helping to advance the mission of the Alzheimer's Association.



Marilyn S. Tenny

alzheimer's  association®

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