TV Star Linda Gray Joins Fight
to Find Alzheimer's Treatment by 2025

The Brain Health Registry Launches National #GrayMatters PSA Campaign

SAN FRANCISCO (Feb. 19, 2016) – Did you know that 2/3 of the 5.5 million Americans currently suffering from Alzheimer's disease are women? TV star Linda Gray (Sue Ellen Ewing from CBS-TV's "Dallas") experienced the disease first hand, affecting both her mother and a close friend. This has inspired Linda to join a new, national public service announcement (PSA) campaign to help find a treatment for Alzheimer's disease by 2025. The PSA encourages people across the country to join in the fight for a cure by registering online at www.brainhealthregistry.org.

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#GrayMatters is part of a national campaign led by Global Alzheimer's Platform Foundation in partnership with UC San Francisco's online Brain Health Registry. The initiative's goal is to grow a registry of potential Alzheimer's clinical trial candidates and accelerate a treatment for Alzheimer's disease by 2025. Encouraging enrollment for these trials has been a major barrier in researching Alzheimer's treatment to date, across both sexes and diverse populations. The effort also includes support from major medical institutions across the country, including UCSF, researchers at Harvard Medical School, Emory University Alzheimer's Disease Research Center, Alpert Medical School of Brown University, Cleveland Clinic's Lou Ruvo Center for Brain Health, Banner Alzheimer's Institute, Baylor University, and Washington University in St. Louis.

Quotes:

 "I lost my mother and a dear friend to Alzheimer's disease," explained Ms. Gray, "and wanted to do something to help. The wife of my dear friend Larry Hagman is suffering from Alzheimer's, and when he passed, she did not even know it. This heartbreaking story is being repeated in homes across America, and now there is something all Americans can do to help. The Brain Health Registry is a free, online platform that collects data about members to help speed clinical trials with the goal of finding a treatment by 2025. I'm doing my part and am asking everyone to join this noble effort."

"I'd never heard of this disease until it struck my mother-in-law," said George Vradenburg, Chairman of Global Alzheimer's Platform and UsAgainstAlzheimer's. "Then I saw it up close and personal: how frightening it is to the victim and what it does to a family as the relationships splinter and falter. Our aggressive goal of finding a treatment by 2025 can only be achieved with a true team effort, and we are always looking for new champions. Who could ever forget watching Linda Gray on 'Dallas' and when she offered to lend her voice to our cause, we were thrilled. Beating Alzheimer's is a team sport."

In a national PSA, TV star Linda Gray encourages people
to register online to help find a treatment for Alzheimer's disease

Join the Cause
Those who wish to help in the fight against Alzheimer's disease can register free at www.brainhealthregistry.org
and help spread the word using **#BeatAlzheimers**.

Alzheimer's Facts
- Nearly 2/3 of the 5.5 million Americans suffering from Alzheimer's are women.
- More than 500,000 people die from Alzheimer's disease each year.
- Alzheimer's is not just a disease of old age – 200,000 people in their 30s, 40s and 50s have early onset Alzheimer's disease.
- 44 million people worldwide are currently living with Alzheimer's disease dementia.
- 135 million people will be living with Alzheimer's disease dementia by 2050 if aggressive and effective action isn't taken now.

MEDIA PLEASE NOTE: To request an interview with Linda Gray, or a Global Alzheimer's Platform or Brain Health Registry representative, please contact Ashley Boarman at (415) 359-2312 or gap@landispr.com.

About Linda Gray
Linda Gray is an American film, stage and television actress, director, producer and former model. She is best known for her role as Sue Ellen Ewing on the long-running CBS television drama series *Dallas* (1978–1989), which brought her international fame and critical acclaim. The role earned her an Emmy nomination for Best Actress and numerous international awards. A large part of Linda's career and personal life is focused on many worthwhile charities and endeavors. Her many philanthropic causes include service as a United Nations Goodwill Ambassador from 1997 to 2007 and participating in Best Buddies programs for people with intellectual challenges. Additionally, Linda is involved with Meals on Wheels and supports several AIDS fundraisers. Linda lost her mother and a dear friend to Alzheimer's and is a vocal advocate for helping find a cure. For more information, please visit www.lindagray.com.

About Global Alzheimer's Platform Foundation
Global Alzheimer's Platform Foundation is creating a unified, global community working together to end Alzheimer's disease by 2025. By partnering with leading medical institutions across the globe, Global Alzheimer's Platform aims to create an integrated global clinical trial network to reduce the time, cost and risk of Alzheimer's disease clinical trials and speed a treatment for Alzheimer's disease by 2025. Chairman George Vradenburg is leading a national campaign with support from esteemed research institutions nationwide including: UCSF; researchers at Harvard Medical School; Emory University Alzheimer's Disease Research Center; Brigham and Women's Hospital; Massachusetts General Hospital; Cleveland Clinic's Lou Ruvo Center for Brain Health; Alpert Medical School of Brown University; Butler Hospital and Brain Matters Research. Global Alzheimer's Platform also provides an organizational framework that links prominent research institutions, the private sector and government agencies in multiple countries to fight Alzheimer's disease. For more information, please visit www.globalalzplatform.org.

About Brain Health Registry
Brain Health Registry is a groundbreaking free, online platform designed to speed the path to cures for Alzheimer's disease, Parkinson's disease, depression, PTSD, mild cognitive impairment and other brain disorders. Brain Health Registry gathers data from volunteers who have registered and completed questionnaires and cognitive tests on the Brain Health Registry website. Brain Health Registry aims to reduce the cost of patient recruitment for clinical trials by building a large online pool of potential candidates. The registry is led by Dr. Michael Weiner, professor of radiology and biomedical engineering, medicine, psychiatry and neurology at UC San Francisco (UCSF), along with other UCSF researchers, and involves collaboration with several other top scientific institutions. For more information, please visit www.brainhealthregistry.org/

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