

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

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LCI is pleased to
welcome our
newest clients



399 FREMONT

Visit Art Silicon
Valley/San
Francisco

LCI client [Art SV/SF](#)
is coming to the San
Mateo Event Center
October 8 through
11. LCI friends
(that's you!) can
attend a special
curated walk

How Healthy is Your Brain?

*LCI Helps Brain Health Registry Increase
Participation in Clinical Trials*



*B. Smith and Dan Gasby at the U.S.
Senate*

Alzheimer's disease is the sixth leading cause of death in the United States - yet only 50% of those diagnosed receive brain health care. [Brain Health Registry](#) (an LCI client) is hoping to affect those statistics by shortening the time traditionally required to identify clinical trial subjects. Instead of potential subjects visiting a medical provider and filling out numerous forms, Brain Health Registry serves up online tests and follows individual brain function over time

through the amazing displays of contemporary and modern art.

Interested in participating? Email jimin@landispr.com for details.



LCI is part of the **Public Relations Global Network (PRGN)**

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What's New with Giant Step Digital?



Follow LCI's new division, Giant Step Digital, on Twitter for all the latest tips to make your brand stand out in the digital world.

[@GiantStepD](https://twitter.com/GiantStepD)

with visits to its site.

LCI worked with Brain Health Registry last Spring, launching a campaign to educate the greater community about brain health. Thanks to the courageous B. Smith and her willingness to be open about her struggles with Alzheimer's, LCI produced PSA's, implemented a nationwide PR campaign and increased overall awareness. B. Smith and her husband, Dan Gasby appeared on The Today Show, the CBS Evening News and even testified before the U.S. Senate.

So what's the bottom line?

The most recent campaign with Brain Health Registry helped triple overall membership and increased participation among minority communities by more than 12%. That's huge...but we need to keep the drumbeat going. LCI will unveil a new campaign this winter (stay tuned!). In the meantime, how's YOUR brain?

Learn more and register!

Sign up and take some brain tests at www.brainhealthregistry.org.



INDEPENDENT RATINGS ON PR AGENCIES
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All Work and No Play...

...is not something we subscribe to here at LCI. The crew got together for a little outdoor happy hour (with some four-legged friends) to celebrate a balmy San Francisco evening.



Let's get social. Follow, like and engage with
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