



Want to Know What J.R. and Sue Ellen Ewing Talked About Behind the Scenes of “Dallas”?

Win Lunch with TV Star Linda Gray and Help Find a Cure for Alzheimer’s Disease

SAN FRANCISCO (March 24, 2016) – Want to have a lunch you’ll never forget? On the 36th anniversary of J.R. being shot on TV’s “Dallas,” TV star Linda Gray (Sue Ellen Ewing) is offering new Brain Health Registry members a chance to win “Lunch with Linda.” The #GrayMatters contest, part of the actress’s ongoing effort to increase awareness for Alzheimer’s disease, encourages people to register for clinical trials and help find cures faster. The “Lunch with Linda” contest includes roundtrip airfare for two, ground transportation, hotel and lunch. For a chance to win, register by May 15, 2016 at <http://join.brainhealthregistry.org/lunchwithlinda>.

#GrayMatters is part of a national outreach effort led by [Global Alzheimer’s Platform Foundation](#) to grow a registry of potential Alzheimer’s clinical trial candidates and accelerate a treatment for Alzheimer’s disease by 2025. Encouraging enrollment for clinical trials has been a major barrier in bringing promising medical treatments to the market, and more research is needed. Together with UC San Francisco’s [Brain Health Registry](#), the national 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, Neurostudies.net., and Brain Matters Research.

Quote:

“I lost my mother and a dear friend to Alzheimer’s disease and wanted to do something to help,” explained Linda Gray. “I hope this new campaign will encourage people to register at the [Brain Health Registry](#) and empower people to take action and make a difference.” See Linda’s Alzheimer’s PSA [here](#).

Alzheimer’s Facts

- More than half a million 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.
- Alzheimer’s ravages 1 in 9 Americans over 65 and 1/3 of Americans over 85.
- Nearly 2/3 of the 5.5 million Americans suffering from Alzheimer’s are women.
- There is no known cure, but researchers believe a cure or treatment could be imminent. Aggressive and effective action is needed now.

MEDIA PLEASE NOTE: To request an interview with Linda Gray, please contact Gus Nodal at (415) 359-2320 or gus@landispr.com.