

86 WORDS, 30 SECONDS

HELP END ALZHEIMER'S DISEASE

RONALD REAGAN, JIMMY STEWART, RITA HAYWORTH, ETTA JAMES,
SUGAR RAY ROBINSON—AND PERHAPS PEOPLE YOU KNOW.

WHAT DO THEY HAVE IN COMMON?

THEY DIED WITH ALZHEIMER'S DISEASE.

HELP FIND CURES FASTER FOR THIS BRUTAL DISEASE THAT AFFECTS MORE
THAN FIVE MILLION AMERICANS.

JOIN THE BRAIN HEALTH REGISTRY—AN ONLINE STUDY THAT'S FREE AND
SECURE. YOU'LL PROVIDE VALUABLE INFORMATION TO HELP ACCELERATE
CLINICAL TRIALS AND SPEED THE PATHWAY TO CURES.

DON'T FORGET.

HELP END ALZHEIMER'S AND SAVE LIVES.

GO TO JOIN--DOT--BRAIN-HEALTH-REGISTRY--DOT--ORG.