

Santa Ana, Isaac

From: MacKenzie Ruta <MRuta@kirvindoak.com>
Sent: Thursday, September 22, 2016 9:29 AM
To: Lou Ruvo Center for Brain Health - Nevada
Cc: Christine Moorhead; Kate Whiteley; Ashley Taylor; Bishop, Halle; Guhl, Janice; Sheil, Eileen
Subject: Media Highlight: ReviewJournal.com article about Dementia Friendly Nevada Initiative

Good morning Lou Ruvo Center for Brain Health,

Public relations is pleased to share the article "[Dementia Friendly Nevada aims to support dementia sufferers and their caregivers](#)," which ran on ReviewJournal.com on Sept. 21. The article is about the Dementia Friendly Nevada Initiative, which had its official kickoff event at the Keep Memory Alive Event Center yesterday morning and includes a quote from LeeAnn Mandarino. For your quick reference, segment excerpts and screen shots are below.

Enjoy!
MacKenzie

Article Excerpt:

"A new initiative aimed at supporting Nevadans with dementia and their caregivers debuted Wednesday, with organizers saying more attention needs to be focused on the disorder and the diseases that cause it as the state's elderly population grows. Announcement of the initiative known as Dementia Friendly Nevada – a joint effort by the Alzheimer's Association, Dementia Friendly America and the Cleveland Clinic Lou Ruvo Center for Brain Health — coincided with observance of World Alzheimer's Day."



Posted September 21, 2016 - 3:38pm

Dementia Friendly Nevada aims to support dementia sufferers and their caregivers



By PASHTANA USUFZY
LAS VEGAS REVIEW-JOURNAL

A new initiative aimed at supporting Nevadans with dementia and their caregivers debuted Wednesday, with organizers saying more attention needs to be focused on the disorder and the diseases that cause it as the state's elderly population grows.

Announcement of the initiative known as Dementia Friendly Nevada – a joint effort by the Alzheimer's Association, Dementia Friendly America and the Cleveland Clinic Lou Ruvo Center for Brain Health — coincided with observance of World Alzheimer's Day.

Community members and representatives from health care, government and business will meet monthly at the Ruvo Center in Las Vegas to guide the effort, initially focusing on determining how it can best help locals suffering from dementia and their caregivers, said LeeAnn Mandarino of the Ruvo Center.

"What we're trying to do is stem the tide, help people learn how to cope with the diseases, help them so they can go out into society and get the help they need," she said.

MacKenzie Ruta | Assistant Account Executive

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Kirvin Doak Communications

5230 W. Patrick Lane
Las Vegas, NV 89118
p. 702.737.3100 x134
c: 702.994.4469

f. 702.737.1222

e. mruta@kirvindoak.com

t. @MacRuta