



Alzheimer's Drug Discovery Foundation

Conquering Alzheimer's Through Drug Discovery

You've already registered to run in the New York City Marathon on November 2, 2014. Why not make your run even more meaningful by running with the Alzheimer's Drug Discovery Foundation's (ADDF) team—Runners for Alzheimer's Research?

In addition to training for and running in the marathon with teammates, you'll be supporting a great cause: the accelerated discovery of drugs to prevent, treat and cure Alzheimer's disease.

While more than 5.5 million Americans are living with Alzheimer's disease, the third-leading cause of death in the United States, research for a cure is profoundly underfunded.

As a part of the Runners for Alzheimer's Research team, you will be asked to set a personal fundraising goal. You will also receive the following benefits:

- A personalized fundraising webpage to help you meet donation goals
- A *Running Cures* dri-fit tank to wear during the marathon
- An opportunity to participate in weekend team-training runs
- A designated cheering/gathering spot for family and friends
- A ticket to a post-marathon reception with food and drinks

If you're interested in making your miles more meaningful, please contact Jessica Cavanaugh at 212.901.8011 or JCavanaugh@AlzDiscovery.org. For more information about the [Alzheimer's Drug Discovery Foundation](http://www.alzdiscovery.org), please visit the organization's website.

I hope you'll support this important cause by Running for Alzheimer's Research!

About the ADDF

Founded by Leonard A. and Ronald S. Lauder, the ADDF's mission is to rapidly accelerate the discovery of drugs to prevent, treat and cure Alzheimer's disease, related dementias and cognitive aging. The ADDF has invested more than \$65 million to fund nearly 450 drug research programs at academic centers and biotechnology companies in 18 countries.