



Dear Friend:

During my many years as a college basketball coach, I learned that the secret to winning is to put the right people in place, have a sound game plan based on careful research, and then give them the resources—training, practice and other supports—they need to succeed.

The same is true when it comes to the fight against Alzheimer’s and other diseases of aging. To beat these terrible illnesses, we need medical experts who are dedicated to finding better treatments and cures. We need to support ongoing research that can lead to effective treatments. And, we need to provide the resources that will let them succeed in this important work.

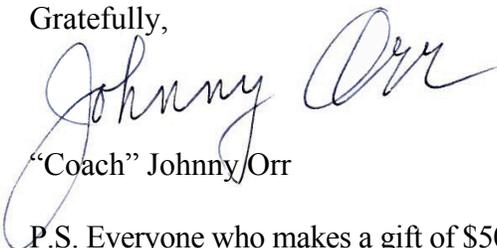
That’s why we have created the Johnny and Romie Orr Center for Healthy Aging and Memory Loss. When my own wife, Romie, was diagnosed with Alzheimer’s disease several years ago, I wanted her to have the very best care and most innovative thinking about how to deal with this life-changing illness. We discovered Dr. Robert Bender, a geriatrician who has devoted his life to helping seniors and their families cope effectively with diseases of aging in a creative and compassionate way. His approach, while not yet a cure, has helped Romie and me continue to lead as normal a life as possible. I know he has also helped thousands of other aging adults, perhaps even someone in your own family.

The Healthy Aging and Memory Loss Center is a not-for-profit organization that combines ongoing research in diseases of aging with a clinical practice where new treatments can be immediately put to work. As medical director, Dr. Bender and his staff are working hard every day to find the answers that, hopefully, will one day lead to an end to these diseases. But they cannot do it alone.

Just like our basketball program relied on fans and boosters to help us succeed, the Healthy Aging and Memory Center needs your support. Your gift of \$50, \$75, \$100 or more will help us continue to do the research that may one day benefit you or a loved one. A reply card and envelope are provided for your convenience.

Alzheimer’s is a tough opponent but we can beat it. This holiday season, please consider making a generous gift to the Healthy Aging and Memory Center. On behalf of Romie and myself, thank you for being a part of our team.

Gratefully,



“Coach” Johnny Orr

P.S. Everyone who makes a gift of \$50 or more will receive, with our thanks, a copy of Dr. Bender’s “*Twelve Weeks to Wellness*,” a useful guide to help you and your family delay the onset of aging. Again, thank you for your generosity!