



# BrainHealth

## REGISTRY

Newsletter – March 2015

### **B. Smith shares her story and encourages others to do the same in a new public service announcement supporting the Brain Health Registry**

Brain diseases such as Alzheimer's, Parkinson's and Post Traumatic Stress Disorder afflict millions of people, including former model, restaurateur and lifestyle guru B. Smith. B. was recently diagnosed with early onset Alzheimer's disease and now joins the Brain Health Registry in our effort to help find cures faster for Alzheimer's and other brain diseases.

[Watch B.](#) and share her message with your friends, family, colleagues — everyone you know!

Encourage them to share their story by joining the [Brain Health Registry](#) and help accelerate the search for cures.



B. and her husband, Dan Gasby, are championing the cause to get broader participation of ethnic communities in medical research. Alzheimer's disease is the 6th leading cause of death for Americans, but the 4th leading cause of death for older African Americans. Research shows that African Americans are nearly twice as likely to develop late onset Alzheimer's than Caucasian Americans. Unfortunately all ethnic communities are often under-represented in clinical trials. This means that treatment and cures identified may not be as effective as they could be across diverse populations.



The good news is that the Brain Health Registry is now actively pursuing ways to reach out to the African American community and other under-represented groups, to encourage participation in the Registry. Including everyone in brain health research is the best way to develop better treatments for all — and the Brain Health Registry is designed to make that happen faster and in a more cost-effective way.

## Did you see us on NBC's TODAY Show?

TODAY Show host Al Roker spoke with B. and Dan about their support for the Brain Health Registry. You can watch the interview [here](#).



**Help us grow.** We are thrilled to receive new members and continue to grow. But we cannot do this without you!

Tell your friends and family about the Brain Health Registry. Let them know that participation is free and easy — it only takes a few minutes to register and less than 3 hours a year to participate.

Please forward this email and ask them to visit: [www.BrainHealthRegistry.org](http://www.BrainHealthRegistry.org).

**Together we can find cures for brain disease.  
We remain grateful for your participation and support.**

## The Brain Health Registry

[www.brainhealthregistry.org](http://www.brainhealthregistry.org)

