



KEEP MEMORY ALIVE

Supporting the Mission of the Cleveland Clinic Lou Ruvo Center for Brain Health



ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MULTIPLE SCLEROSIS

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PRESS RELEASE

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KEEP MEMORY ALIVE EXPANDS FINE ART PROGRAM AND OFFERS WORKS AVAILABLE FOR PURCHASE

*Revamped Collection Focuses on Local Artists with Proceeds Benefiting Keep Memory
Alive/ Cleveland Clinic Lou Ruvo Center for Brain Health*

Tuesday, May 22, 2012, Las Vegas: Keep Memory Alive is re-launching its Fine Art Program at the Cleveland Clinic Lou Ruvo Center for Brain Health by expanding the number of works on view and continuing to make much of the collection available for purchase. Proceeds from each sale benefit both Keep Memory Alive and the artist. Keep Memory Alive's mission is to raise awareness and funds in support of the Cleveland Clinic Lou Ruvo Center for Brain Health.

The size of the collection at Cleveland Clinic Lou Ruvo Center for Brain Health has increased from 39 to 59 pieces, 75 percent of which are new works. The newly added pieces reflect an effort to support local and regional artists, in addition to the works already on view from internationally recognized artists. Michele Quinn, curatorial advisor of the Keep Memory Alive Fine Art Program, wanted to both expand the collection and go more in-depth with each of the artists on view.

“With our growth, we now have between two and three pieces from each artist creating a comprehensive collection that is more reflective of the local aesthetic,” Quinn said. “We’re thrilled to have a program that supports both the local arts community and Cleveland Clinic. The mission of Keep Memory Alive is something many of the featured artists have gravitated towards and the ability to have their work displayed in a Frank Gehry building is an exciting opportunity.”

Works on view throughout the building are available for purchase. Artists have been selected based on individual merit and work that best represents the spirit of the architecture of the Frank Gehry-designed facility.

The re-opening of the collection coincides with the launch of a new website, www.louruvocenterart.org, dedicated to showcasing each piece, providing information on the artists and a calendar of upcoming events. For information about purchasing the artworks on view or to schedule a tour of the Keep Memory Alive Fine Art Program at Cleveland Clinic Lou Ruvo Center for Brain Health, email info@keepmemoryalive.org or call (702) 263-9797.

“This type of philanthropic program is unique for a healthcare organization and our perspective has always been that a focus on art in a medical environment can enliven and inspire our patients and employees,” Quinn said. “Through the new website and offering of tours we hope to increase community access to this exciting collection of artists. There is a lot of energy happening in downtown Las Vegas and Symphony Park, and we hope this can contribute to this movement.”

A subsidiary of the Cleveland Clinic, the Keep Memory Alive Fine Art Program has been designed to support and bring awareness to the effects of cognitive disorders, the brain and its aging process. The Cleveland Clinic Art Program was established by the Arts & Medicine Institute at Cleveland Clinic in 2006. The program’s mission is to enrich, inspire and enliven patients, visitors, employees and the community. To learn more visit: <http://my.clevelandclinic.org/art/default.aspx>.

Editor’s Note: [Cleveland Clinic News Service](#) is available to provide broadcast-quality interviews and B-roll upon request. Media outlets can download existing video at <ftp://139.137.221.100>. (Login: dailyvosots; Password: dailyvosotsftp)

About Cleveland Clinic Lou Ruvo Center for Brain Health:

Cleveland Clinic Lou Ruvo Center for Brain Health provides state-of-the-art care for cognitive disorders and for the family members of those who suffer from them. The physicians and staff at the Center for Brain Health continuously work towards the development of early diagnosis and the advancement of knowledge concerning mild cognitive disorders, which could one day delay or prevent their onset. Patients receive expert diagnosis and treatment at the Center for Brain Health, which offers a multidisciplinary patient-focused approach to diagnosis and treatment, promoting collaboration across all care providers, offering patients a complete continuum of care and infusing education and research into all that it does. The facility, designed by Frank Gehry, houses clinical space, a diagnostic center, neuroimaging rooms, physician offices, laboratories devoted to clinical research and the Keep Memory Alive Event Center. For more information, visit www.clevelandclinic.org/brainhealth.

About Keep Memory Alive:

Keep Memory Alive, whose mission is to provide enhanced treatment and ultimately cures for patients and their families suffering from neurocognitive disorders, raises awareness and funds in support of the Cleveland Clinic Lou Ruvo Center for Brain Health. By supporting Keep Memory Alive and its fight against neurodegenerative diseases such as Alzheimer’s, Huntington’s, Parkinson’s, ALS and memory disorders of

all kinds, we can ensure progress towards better treatments and ultimately cures will occur in Las Vegas. For additional information call (702) 263-9797 or visit www.keepmemoryalive.org.

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