

WOMEN'S
ALZHEIMER'S
MOVEMENT



HFC

Bringing Light
to Alzheimer's

The Women's Alzheimer's Movement and HFC Announce First Annual Brain it On: 2021
A free and interactive virtual-event convening top brain-health experts, celebrity advocates, and thought leaders for conversations about brain health

For Immediate Release

June 21, 2021 — The Women's Alzheimer's Movement (WAM) has joined forces with HFC for the first annual *Brain it On* event taking place June 24. Hosted by Maria Shriver and Lauren Miller Rogen, with a special appearance by Seth Rogen, the interactive summit is designed to educate attendees about brain health, disease detection, and prevention. With nearly 6 million people diagnosed with Alzheimer's Disease, and $\frac{2}{3}$ of them women, *Brain it On 2021* underscores the need not only for increased Alzheimer's-prevention awareness and brain-health education, but also the commitment of Maria, Lauren, and Seth to combat this issue on a national scale by bringing brain-health to the forefront of the conversation.

With new research indicating that 4 in 10 dementia cases may be preventable by adopting brain-healthy habits and an estimated 13.8 million Americans projected to have Alzheimer's by 2050, teaching people how to live a more brain-healthy life and reduce their Alzheimer's-risk today is an absolutely essential approach to combating this disease.

"We are incredibly thrilled to be hosting the first *Brain it On 2021* event in collaboration with HFC to provide meaningful conversations around Alzheimer's awareness and prevention so that attendees can better protect their brain health for the future," said Maria Shriver, founder of the Women's Alzheimer's Movement. "Medical research has historically left women out of clinical trials and significant brain-health studies, which is why we must create an environment dedicated to discussing women's brain health in an attempt to educate and empower women."

"It is an honor to host *Brain it On 2021* with Maria Shriver, a powerhouse for women and Alzheimer's, fellow advocate, and a woman I admire," said Lauren Miller Rogen. "The synergy between our two organizations will increase our reach and amplify the message that we can in fact take care of our brains. *Brain it On 2021* will empower attendees with critical Alzheimer's prevention and brain-health information."

Featuring celebrities such as Julianne Hough and Liz Hernandez, thought leaders, and experts in the space, *Brain it On 2021* will provide accessible, manageable, and adaptable tools for participants to incorporate into their everyday lives. Panels include Eating for Brain Health: How To Get Started, Keeping Your Neurons Firing: Sleep, Exercise and Cognitive Fitness for Brain Health, Peace of Mind: Meditation, Faith, and Emotional Well-Being for Brain Health, and Women, Hormones and Brain Health: What Women Need To Know. A testament to the impact within the space, *Brain it On 2021* is being sponsored by Biogen and Eisai. Additional sponsors include Kensington Senior Living, Accenture, Eli Lilly, Home Instead, City National Bank, Acadia Pharma, Athira, Todd & Stephanie Schnick Foundation, and more.

“Eisai is proud to be part of the first *Brain it On*, an important initiative led by passionate advocates who share our vision of helping people maintain brain health with the goal of preventing Alzheimer’s disease,” said Ivan Cheung, Chairman of Eisai Inc. and President, Neurology Business Group, Eisai Co., Ltd. “Supporting *Brain it On* underscores Eisai’s unwavering commitment to people living with Alzheimer’s disease who inspire us every day in our relentless pursuit of holistic ecosystem solutions for the Alzheimer’s community.”

“We are delighted to support the Women’s Alzheimer’s Movement and HFC in their collaboration for the First Annual *Brain it On*” said Ivana Rubino, Vice President, Global and US Alzheimer’s Disease Medical, at Biogen. “Biogen shares these remarkable organizations’ commitment to brain health and their passion in the fight against Alzheimer’s Disease.

Brain it On 2021 will be available to live stream the opening and closing sessions via Youtube and/or Facebook in English and Spanish, and will be able to attend breakout sessions on custom landing pages on June 24th from 12 pm - 1:20 pm PT. Attendees can register for the event at <https://thewomensalzheimersmovement.org/brainiton/>.

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About Women’s Alzheimer’s Movement:

The Women’s Alzheimer’s Movement is a nonprofit organization founded by Maria Shriver that raises awareness about women’s increased risk for Alzheimer’s, educates the public about brain health and Alzheimer’s prevention and raises funds to support women-based Alzheimer’s research. To date, WAM has awarded \$3 million in seed grants for 37 studies at 16 leading scientific institutions around the country, which has generated at least \$8 million in additional government funding. In 2020 WAM opened the WAM Prevention Center at Cleveland Clinic, in partnership with the Lou Ruvo Center for Brain Health, Las Vegas. This is a first of its kind clinic specific to women and Alzheimer’s prevention. WAM has also shaped the national public dialogue and policy around Alzheimer’s, including leading the first ever California Task Force on Alzheimer’s Prevention, Preparedness and the Path Forward, which resulted in a groundbreaking report and a \$32.8 million investment in Alzheimer’s support services, research and caregiving in California To learn more, visit thewomensalzheimersmovement.org.

About HFC:

Founded in 2012 by Seth Rogen and Lauren Miller Rogen, HFC is a national non-profit organization whose mission is to care for families impacted by Alzheimer’s disease, inspire the next generation of Alzheimer’s advocates, and be leaders in brain health research and education. HFC is accelerating progress in Alzheimer’s care, prevention, and support all while bringing many laughs and light to the Alzheimer’s space. Through its signature celebrity events, HFC also raises much-needed awareness about this disease. HFC launched a Brain-Health Dinner Series, hosted nine star-studded variety shows and one comedian-filled carnival, and has a comedy special currently streaming on Netflix. In 2020, HFC hosted its first-ever virtual game show: Hilarity for Charity’s Head to Head. Thanks to the ongoing support of our generous donors, HFC has raised over \$13 million and awarded over 325,000 hours of in-home care relief to Alzheimer’s family caregivers through our North American Caregiver Respite Grant Program. In addition to providing caregiver respite, HFC organizes online support groups to build

caregiver community and connectivity, engages young people across the country to become Alzheimer's advocates, funds prevention-focused and brain-health research, and teaches people how to care for the health of their brains today, so they can reduce their risk tomorrow. While there isn't a cure, there is care. To learn more, visit www.wearehfc.org

About Eisai Inc.

At Eisai Inc., *human health care (hhc)* is our goal. We give our first thoughts to patients and their families, and helping to increase the benefits health care provides. As the U.S. pharmaceutical subsidiary of Tokyo-based Eisai Co., Ltd., we have a passionate commitment to patient care that is the driving force behind our efforts to discover and develop innovative therapies to help address unmet medical needs.

Eisai is a fully integrated pharmaceutical business that operates in two global business groups: oncology and neurology (dementia-related diseases and neurodegenerative diseases). Our U.S. headquarters, commercial and clinical development organizations are located in New Jersey; our discovery labs are in Massachusetts and Pennsylvania; and our global demand chain organization resides in Maryland and North Carolina. To learn more about Eisai Inc., please visit us at www.eisai.com/US and follow us on Twitter and LinkedIn