



BATTLE FOR THE BRAIN™

# FACT SHEET

THE MIC IS OFF BUT THE BATTLE TO #forgetALZ IS ON!

BATTLEFORTHEBRAIN.ORG | DAUGHTERSAGAINSTALZ.ORG

“““

FOR EVERY DOLLAR THE FEDERAL GOVERNMENT SPENDS TODAY ON THE COSTS OF ALZHEIMER'S CARE, IT INVESTS LESS THAN A PENNY IN RESEARCH TO FIND A CURE.

Susan M. Collins  
United States Senator for Maine  
Senate Co-Chair of the  
Congressional Alzheimer's Task Force

“““

TREATMENTS FOR ALZHEIMER'S AND DEMENTIA WILL BE MOST EFFECTIVE IF WE CAN DETECT THE DIFFERENT PATHOLOGIES OF THE DISEASE BEFORE COGNITIVE PROBLEMS OCCUR. BLOOD-BASED BIOMARKERS WILL CHANGE THE WAY WE DIAGNOSE AND TREAT ALZHEIMER'S AND DEMENTIA, ALLOWING US TO DETECT PROBLEMS EARLY AND PREVENT FUTURE COGNITIVE DECLINE.

Erik Johnson, MD, PhD  
Blood based biomarkers for Alzheimer's Disease,  
Emory's Goizueta Alzheimer's Disease Research Center

## DAUGHTERS AGAINST ALZHEIMER'S

... We are DAUGHTERS, SISTERS, MOTHERS AND WIVES. WE ARE SONS, BROTHERS, FATHERS AND HUSBANDS. WE ARE VICTIMS AND WE ARE CAREGIVERS. BUT, MOST OF ALL, **WE ARE FIGHTERS.**

In support of the National Institute of Health's goal to prevent and effectively treat Alzheimer's by 2025, **DAUGHTERS AGAINST ALZHEIMER'S** is honored to support collaborative work among the world's premier doctors, scientists, and researchers at Emory's Goizueta Alzheimer's Disease Research Center. For more information, please visit [Emory's GADRC](#). **WE HAVE RAISED \$3.6 MM TO DATE AND ARE JUST GETTING STARTED!**

## BATTLE FOR THE BRAIN - OUR SIGNATURE EVENT!

Atlanta's seventh annual Battle for the Brain lip sync competition is a live performance, live voting, high-energy team lip sync competition among Atlanta's leading companies, artists, athletes, and entertainers and will include LIVE VOTING, opportunities to participate in our powerful FUND OUR MISSION campaign as well as our LIVE AUCTION and MORE!!!. All proceeds benefit research related to early diagnostics for Alzheimer's at Emory's Alzheimer's Disease Research Center. To learn more about Your Dollars at Work, [CLICK HERE](#).



EMORY UNIVERSITY

Goizueta Alzheimer's Disease Research Center

## ALZHEIMER'S IS THE COSTLIEST DISEASE IN THE UNITED STATES.

**1 IN 3 SENIORS**

*1 in 3 seniors dies of Alzheimer's or another form of dementia.*

**33 SECONDS**

*By 2050, an American will be diagnosed with Alzheimer's every 33 seconds. **No one is immune.***

**\$40 MILLION**

*Every hour, Alzheimer's costs taxpayers \$40 Million.*

**\$1 TRILLION**

*The cost of Alzheimer's is set to quadruple to over \$1 Trillion over the next generation.*

**11 MILLION+**

*OVER 11 MILLION AMERICANS provide unpaid care for people with Alzheimer's or other dementias*

# SAVE THE DATE

**THURSDAY, FEBRUARY 1, 2024**

Doors open at 6:00pm ★ **Coca-Cola Roxy** ★ Show starts at 7:30pm

## 2024 EVENT GOALS

★ ONE NIGHT ★  
**12 EPIC**  
PERFORMANCES

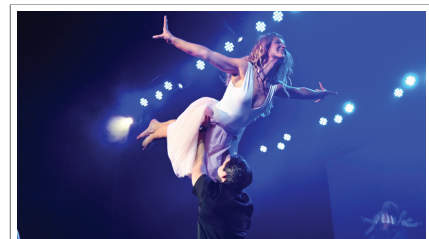
**1500+**  
ATTENDEES



**\$1,500,000** FUNDRAISING GOAL

... LIVE EPIC PERFORMANCES ...

Not sure what to expect?  
Watch the following short  
highlights video from our  
2023 Battle for the Brain!



**BATTLEFORTHEBRAIN.ORG**

