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***Rock Stars of Science to Present at
Annual Alzheimer's Association and Mayo Dementia Conference***

MINNEAPOLIS, Minn. – February 8, 2010 – Two of the country's most renowned medical researchers, Dr. Steven DeKosky and Dr. Ronald Petersen, will be presenting the keynote address at the Alzheimer's Association Minnesota-North Dakota and Mayo Clinic's annual *A Meeting of the Minds Dementia Conference 2010*. Recently featured in *GQ Magazine's* Rock Stars of Science campaign, DeKosky and Petersen will discuss what impact recent research breakthroughs will have on Alzheimer's, as well as the future of the disease.

Sponsored by Geoffrey Beene Gives Back®, the Rock Stars of Science campaign was launched to honor doctors and researchers whose work focuses on finding a cure for diseases such as Alzheimer's, cancer and HIV/AIDS. Working in collaboration with several nationally known scientists, a star-powered line up that includes rock stars such as Sheryl Crow, Seal and will.i.am from the Black Eyed Peas, is using their voices to promote science as a career choice and generate awareness about the continued need for research funding.

"The Rock Stars of Science campaign has brought much needed attention to several diseases," said Dr. Petersen. "It is exciting to be a part of this national movement that brings attention to the importance of Alzheimer's research."

Facilitated by Emmy-award winning reporter Meryl Comer, Dr. DeKosky, vice president and dean of the University of Virginia School of Medicine, will discuss the work that he and his team did in isolating Pittsburgh Compound B (PiB), and the significance of this discovery, while Dr. Petersen, director of Mayo Clinic Alzheimer's Disease Research Center, will share the findings of a recent study he conducted in Minnesota that will help medical professionals to better understand aging, Mild Cognitive Impairment (MCI) and Alzheimer's disease.

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A Meeting of the Minds Dementia Conference will feature over 70 exhibitors and displays, including the University of Minnesota Brain Exhibit. A variety of workshops that focus on strategies for family caregiving, legal and financial planning, brain fitness and cutting-edge research will be available throughout the day.

“The conference provides a unique opportunity for those with early stages of Alzheimer’s and MCI, and those who care for them, to come together for a day of education, sharing and support,” said Mary Birchard, executive director of the Alzheimer’s Association Minnesota-North Dakota. “We are thrilled to have the support of the Rock Stars of Science this year and look forward to the insight they will offer.”

The conference will be held on March 20 at the Saint Paul RiverCentre, and is open to persons living with Mild Cognitive Impairment (MCI) and early dementia, as well as to families, friends and professionals. Early Bird registration is available through February 19.

For more information about the Alzheimer’s Association, or to register for the conference, visit www.alz.org/mnnd, or call 952-857-0521.

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About the Alzheimer’s Association

The Alzheimer’s Association is the leading voluntary health organization in Alzheimer’s care, support and research. Our mission is to eliminate Alzheimer’s disease through the advancement of research, to provide and enhance care and support for all affected, and to reduce the risk of dementia through the promotion of brain health. Our vision is a world without Alzheimer’s. For more information, visit www.alz.org/mnnd.

About Mayo Clinic

Mayo Clinic is dedicated to the diagnosis and treatment of virtually every type of complex illness. Mayo Clinic and its Alzheimer’s Disease Research Center (one of 31 nationally funded by the National Institute on Aging) is at the forefront of clinical practice and research in Alzheimer’s disease, offering a multidisciplinary approach that involves a comprehensive evaluation of the patient’s disease and associated symptoms. For more information, visit www.mayoclinic.org.