

PART THE CLOUD

Politician, actor, and activist Mark Shriver will headline a luncheon to raise funds for Alzheimer's research this month on the Peninsula.

A staggering \$2 million was raised in a single evening last May at Part the Cloud, Silicon Valley's inaugural fund-raiser for Alzheimer's research. The dynamic committee behind this event is committed to continuing to raise awareness and to inspiring Silicon Valley entrepreneurs to take aim at this devastating disease.

To that end, event founder Mikey Hoag and her team have pulled together a major luncheon to take place at Sharon Heights Country Club in Menlo Park with Shriver as the keynote speaker. Shriver will share poignant memories of his family, including mother Eunice Kennedy who founded the Special Olympics and father Sargent Shriver. Sargent was the inspiration for Mark's book, *A Good Man*, chronicling his father's life and eventual battle with Alzheimer's.

Being the son of JFK's right arm man who first organized and led the Peace Corps, orchestrated LBJ's "War on Poverty," and ran for president in 1976, Mark Shriver struggled under the shadow of a benevolent, famous father, portrayed in his book as nearly saintly in his Catholic faith and sense of humanitarian mission. A native of Westminster, Maryland, the elder Shriver served in World War II, attended Yale, and started his law career in Chicago.

Sargent became a junior editor at *Newsweek*, where a felicitous contact with Joe Kennedy got him hired to run Kennedy's



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Merchandise Mart in Chicago. He eventually married Kennedy's daughter, Eunice. Jack Kennedy and Sargent Shriver had known each other back at the Canterbury School, and Shriver was soon enlisted to aid Kennedy's campaigns and

garner the talent for Kennedy's "best and brightest" Cabinet. A peacemaker, statesman, friend of the Church, and head of the Special Olympics (founded by Eunice Kennedy), "Sarge" was a hard act to follow.

His descent into Alzheimer's during his last years strained the relationship between father and son, who was serving in the Maryland legislature and ultimately lost his

2002 race for Congress. Yet that period also transformed and deepened Mark's appreciation of his father's accomplishments and his own shortcomings. Keeping up with the Kennedys is a major theme in the book, since the Shriver clan spent the holidays at Hyannis Port with a slew of Kennedy relatives and cousins.

In addition to Mark Shriver, San Francisco-based researcher Michael Weiner, MD, will appear at the luncheon to present progress being made in Alzheimer's research and the quest for a cure. Notes Hoag, "It is critical that we build upon the momentum of last spring's event." ♦

For tickets and information, call the Part the Cloud benefiting Alzheimer's Association in Northern California at 650.962.8111.