



## GEOFFREY BEENE

2013 Global NeuroDiscovery Challenge

**Why Are Women More at Risk  
for Alzheimer's Disease?**

Search for Gender Based Differences  
in Early Cognitive Changes and Decline

Meet the Challenge  
\$100,000 in Prizes  
Enter by August 31, 2013

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### **GEOFFREY BEENE FOUNDATION ALZHEIMER'S INITIATIVE ANNOUNCES \$100,000 INNOVATION CHALLENGE**

#### ***First Open-Source Challenge to Target Male/Female Differences in Cognitive Decline***

Washington, DC (April 30, 2013)—The [Geoffrey Beene Foundation Alzheimer's Initiative](#) last night launched the [2013 Geoffrey Beene Global NeuroDiscovery Challenge](#) at the April 29 Society for Women's Health Research Gala at the Mandarin Hotel in Washington, DC. It is the Foundation's second online innovation challenge, but the first to ask solvers to identify male/female differences in early cognitive decline, to promote earlier interventions for both women and men. Winning submissions will share \$100,000 in prize awards.

"Not unlike cancer, the Geoffrey Beene Foundation's lead philanthropic cause, most researchers agree that the greatest potential to stop Alzheimer's lies in the earliest stages of the disease, which is why we fund translational research. Innovative Challenges help to support that mission," said Tom Hutton, Trustee and Chief Executive Officer of the Geoffrey Beene Foundation, and President and Chief Executive Officer of Geoffrey Beene, LLC. "We must redefine the solutions process and free the greatest minds of our time to do the work to help save and improve lives."

"We are delighted to join the Geoffrey Beene Foundation Alzheimer's Initiative in issuing this challenge, which opens a critical window into our understanding of this devastating disease," said Maria Freire, PhD, President of the FNIH, which manages the partnership for the Alzheimer's Disease Neuroimaging Initiative (ADNI), a significant study of the progression of Alzheimer's disease that is one of the great success stories of NIH/National Institute on Aging and private-sector funding.

A distinguished panel of judges—including Marietta Anthony, PhD, Former Director, Women's Health Programs, Critical Path Institute, Howard Fillit, MD, Alzheimer's Drug Discovery Foundation, Florence Haseltine, MD, PhD, Founder, Society for Women's Health Research, Freda Lewis-Hall, MD, Pfizer Inc., Peter Rabins, MD, MPH, Johns Hopkins Medicine, Alan Russell, PhD, Carnegie Mellon University, Scott Small, MD, Columbia University, and Kate Zhong, MD, Cleveland Clinic—will review submissions for scientific merit and innovation.

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## **Geoffrey Beene Foundation Alzheimer's Initiative Announces Innovation Challenge/2**

Up to five finalists will receive awards of \$10,000 or more. From those, one winning solution will be chosen to receive \$50,000, announced in late fall 2013.

"Women are two-times at risk for Alzheimer's because we outlive men, but we know little about other possible male/female differences. It's time to find out if what's true in cardiovascular disease, with different diagnostics and treatment of men and women, is also true for Alzheimer's disease," said Meryl Comer, President and CEO of the Geoffrey Beene Foundation Alzheimer's Initiative.

Technical support for the Challenge is provided by the [National Institute on Aging](#) (NIA). NIA, one of the 27 institutes and centers of NIH, leads the ADNI public-private partnership and supports the National Alzheimer's Coordinating Center (NACC), two databases the Challenge invites applicants to mine. Submissions in this challenge are not limited and open to databases across all disease research.

Other collaborators to support the Challenge outreach include: Institute of Medicine, Society for Women's Health Research, WomenAgainstAlzheimers, 21<sup>st</sup> Century BrainTrust™, BrightFocus Foundation™, and Brigham and Women's Hospital, Boston.

### **Backgrounder: Need for Challenge**

From 2000 to 2010, Alzheimer's deaths rose 68%. In addition to the enormous physical and emotional burden on patients, families and caregivers, the disease is also costly. Alzheimer's and other forms of dementia in the U.S. cost up to \$215 billion annually, according to a new RAND Corporation study funded by the NIH National Institute on Aging and published in the *New England Journal of Medicine*.

For more information or to enter Challenge, please visit <http://www.geoffreybeene.com>.

### **About the Geoffrey Beene Foundation Alzheimer's Initiative**

The [Geoffrey Beene Foundation Alzheimer's Initiative](#) was launched in 2007 as a major charitable beneficiary of the [Geoffrey Beene Foundation](#) – to fight [Alzheimer's](#) – a fatal, degenerative, neurological disease that has no cure. It is a philanthropic, not for-profit 501(c)(3), committed to providing catalyst funding to innovative new projects that advance awareness, diagnosis and research in early stages of Alzheimer's disease. The Geoffrey Beene Foundation Alzheimer's Initiative is underwritten by the Geoffrey Beene Foundation. Contributions in excess of \$4.8 million have been made to support groundbreaking awareness programs and next generation research in early diagnostics.

The Geoffrey Beene Foundation Alzheimer's Initiative's mission is engaging a new generation of innovation. Its contributions include catalyst funding for the [Alzheimer's Prevention Registry](#), marquis sponsorship of HBO's, "[The Alzheimer's Project](#)" documentary series, co-sponsorship of the [Alzheimer's Challenge 2012](#), the [2013 Geoffrey Beene Global NeuroDiscovery Challenge](#), and co-founder of the 21<sup>st</sup> Century BrainTrust™.