



ALZHEIMER'S GREATER LOS ANGELES ANNOUNCES PARTNERSHIP WITH BRIGHTFOCUS FOUNDATION TO FUND LOCAL ALZHEIMER'S RESEARCH

Local Alzheimer's Group Donates \$100,000 to Scientific Research

LOS ANGELES, CA (June 20, 2017) -- **Alzheimer's Greater Los Angeles (ALZGLA)**, the only local, full-service, dementia-focused nonprofit serving Greater Los Angeles and the Inland Empire, today announced a partnership with **BrightFocus Foundation**, a nonprofit organization dedicated to funding rigorous and innovative research worldwide investigating Alzheimer's disease, glaucoma, and macular degeneration.

This year, thanks to both our generous research donors and walk4ALZ participants, ALZGLA is providing \$100,000 toward the work of UCLA researchers Paul Seidler, PhD and Inma Cobos, MD, both of whom are working on ways to slow, treat, and ultimately cure Alzheimer's. The ALZGLA funds will be divided equally between the two researchers, who were selected by the BrightFocus Alzheimer's Disease Research Scientific Review Committee. This investment reinforces Bright Focus's interest in supporting bold, innovative science, along with ALZGLA's commitment to researchers in the early stages of their careers.

"BrightFocus is pleased to partner with ALZGLA to support world-class science in the Greater Los Angeles area," said the foundation's President and CEO Stacy Pagos Haller. "The prevalence of Alzheimer's continues to grow. It is imperative that we identify and invest in the most promising science we can to defeat this disease."

"We are excited to fund the innovative and cutting edge local Alzheimer's research being conducted by Drs. Seidler and Cobos," said Susan Galeas, President and CEO, Alzheimer's Greater Los Angeles. "We are proud to recognize their dedication and commitment to research and development of new treatments that bring hope to Angelenos and those around the world living with this dreadful disease."

About the Scientists

Paul Seidler, PhD, is a postdoctoral research fellow at UCLA in the Molecular Biology Institute, working in the laboratory of Dr. David Eisenberg, a leader in studying the structural biology of proteins involved with amyloid-related diseases. Dr. Seidler is working with other pioneering researchers to investigate the atomic resolution structures of toxic tau protein assemblies that are found in Alzheimer's disease. Their discoveries will uncover new possibilities for therapeutic intervention to target and neutralize the toxic assemblies.

Inma Cobos, MD, is a physician scientist and Assistant Professor in the Department of Pathology and Laboratory Medicine, Division of Neuropathology at the UCLA David Geffen School of Medicine and the Ronald Reagan Medical Center. In this project, Dr. Cobos will use a new technique called “single cell RNA sequencing” and other cell-type concentrated approaches to better define the selective vulnerability that occurs in the human Alzheimer’s brain, and give insight into why some individuals have resistance to disease.

About BrightFocus Foundation

BrightFocus Foundation is a premier source of funding for scientific research and public awareness to defeat Alzheimer’s, glaucoma, and macular degeneration. The Maryland-based nonprofit has invested more than \$45 million in new research grants in the past four years alone, and is currently managing a portfolio of more than 160 promising projects worldwide. For more information, visit www.BrightFocus.org.

About Alzheimer’s Greater Los Angeles

Alzheimer’s Greater Los Angeles is the only local full-service, dementia-focused, nonprofit with 36 years of experience, 5 locations, and 57 staff serving Greater Los Angeles and the Inland Empire. ALZGLA provides programs and services free of charge to individuals with Alzheimer’s and related dementias, their families, caregivers and the community. Low cost training and education are also offered for professionals. Alzheimer’s Greater Los Angeles began as an independent 501(c)(3) nonprofit in 1981. **100% of all Alzheimer’s Greater Los Angeles fundraising stays local, focusing on care, support, advocacy, and research across Greater Los Angeles and the Inland Empire.**

Alzheimer’s and other related dementias are devastating progressive, fatal neurodegenerative diseases. For more information, call the Helpline 24/7 at 1-844-HELP-ALZ or visit www.alzgl.org.

Find Alzheimer’s Greater Los Angeles on:

Facebook: <https://www.facebook.com/ALZGLA>

Twitter: @ALZGLA <https://twitter.com/ALZGLA>

Instagram: @ALZGLA <https://www.instagram.com/ALZGLA>

YouTube: <https://www.youtube.com/channel/UCTvy865lLjoEi9DJTi-ljVw>

###

Media Contacts

Katy Sweet/Pam Giangregorio

Katy Sweet & Associates Public Relations

(310) 479-2333 / pam@katysweetpr.com

Michael Buckley

BrightFocus Foundation

(301) 556-9370/ mbuckley@brightfocus.org