



PRINCE OF WALES
MEDICAL RESEARCH INSTITUTE



**BRIDGE
FOR BRAIN
RESEARCH
CHALLENGE**

**♣ You hold the cards to beat Alzheimer's disease and Dementia ♣
Nationwide ♠ 1 – 7 May 2010**

This year, nearly 52,000 Australians will be newly diagnosed with some form of dementia – that's 1,000 people every week. Alzheimer's disease and other dementias are progressive brain disorders that gradually destroy a person's memory and ability to learn, reason, make judgments, communicate and carry out daily activities.

It is clear there is no time to lose if we are to tackle the dementia epidemic. As baby boomers enter the age of greatest risk, Alzheimer's disease and other dementias will become the public health crisis of the 21st century.

Get Involved

We are seeking all bridge players across Australia to take up the **Bridge for Brain Research Challenge, 1 – 7 May 2010** and support the vital research into Alzheimer's disease and dementia research at the Prince of Wales Medical Research Institute.

Since commencing in 2004, Bridge for Brain Research Challenge has been held nationwide, with overwhelming support from the Australian Bridge Federation and State Bridge Associations. The Challenge has successfully raised over \$125,000 and received nationwide coverage on ABC TV, Channel Ten and across local and national media.

“Use it or Lose It”

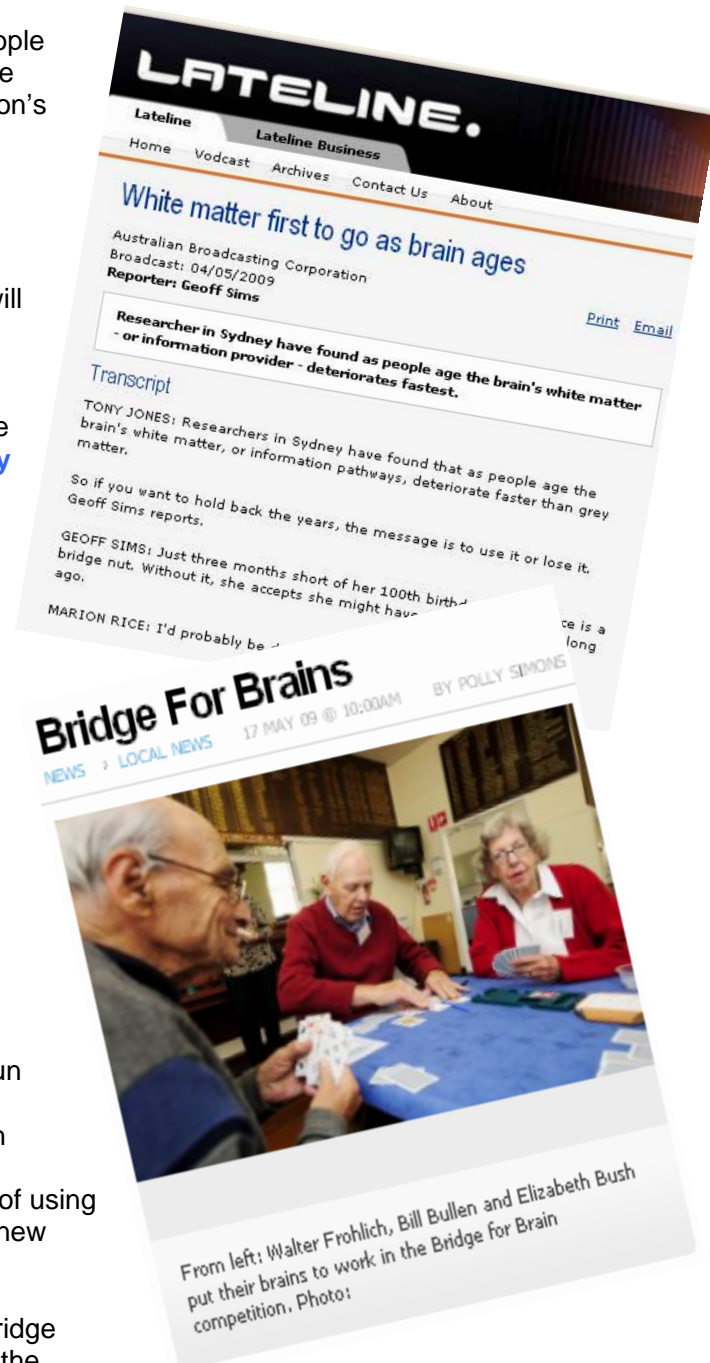
The Challenge promotes the benefits of playing bridge, whilst raising crucial funds to continue research for treatments and cures of Alzheimer's disease and other dementias.

It is well known that Bridge keeps your mind active in a fun and social environment. Latest findings indicates that the source of 'brain power' is present throughout life in health adults and that decline tends to happen because of lost connections in the brain. This underlines the importance of using our brain capacity throughout life to maintain and create new connections – like playing bridge.

The hand records and commentary will be provided by bridge experts - Val Cummings and Ron Klinger and scored via the Australian Bridge Federation. Masterpoints will be awarded for the Challenge.

Our Aim in 2010

We would love to see every bridge club, and every bridge player in Australia - in both the social and competitive area - take up the Challenge and support research into Alzheimer's disease and other debilitating dementias.



What does it mean to be involved?

There are a number of ways you can join in the Challenge and play to win prizes in the following categories:

- Highest points scored by a pair overall
- Highest scoring pair in each State and Territory
- Highest points score by a pair over the age of 75
- Highest individual fundraiser
- Highest fundraising Club/Team

How to register your Club/Team interest?

Simply send in the registration form below indicating that your Club/Team would like to participate. In the new year, I will be in touch regarding further details for registration. A \$7 entry fee applies to each participant in your club or group who takes part in the Challenge. This entry fee goes **directly** to our research and is payable on the day of play.

What research is being carried out at the Institute?

Our brain controls our thoughts, feelings and mobility. It powers the electrical system that controls our heartbeat, ability to work, breathe and swallow... but these can be stolen by disease. At the Prince of Wales Medical Research Institute, scientists study the causes of dementia to understand how the brain ages and collaborate with scientists worldwide to help find better treatments and ultimately a cure for this devastating disease. Attached is our latest *BrainWorks* newsletter which highlights the 2009 Challenge event and other research work taking place at the Institute.

We do hope you will take up the Challenge and assist in making the 2010 Bridge for Brain Research Challenge the most successful year ever. If you have any queries or for more information on the Challenge, please do not hesitate to contact me on (02) 9399 1075 or email s.randjelovic@powmri.edu.au

Kindest Regards & Seasons Greetings



Suzy Randjelovic
Events Manager

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♣ 2010 Bridge for Brain Research Challenge ♠ Register your Club/Team's interest

Official name of your Club/Team: _____

Contact Name: _____

Mailing Address: _____

Contact phone number: _____ *Email: _____

How many tables do you anticipate taking part in the Challenge?: _____

Our Club will be playing the Challenge Hands on 1 / 2 / 3 / 4 / 5 / 6 / 7 May 2010 (please circle appropriate date): _____

*We are hoping to reduce the amount of printing and postage this year by providing a lot more information across the internet and via email.

Please return by email to: s.randjelovic@powmri.edu.au; or by fax: 02 9399 1082
or by mail to Suzy Randjelovic, Event Manager, Prince of Wales Medical Research Institute
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