



## **Keep Memory Alive's 21st Annual Power of Love® Gala History & 2017 Quick Facts**

### **About the Power of Love gala:**

- The Power of Love® gala, began in 1996 at Sappo as an evening dedicated to fighting the ravages of Alzheimer's disease with the founding of Keep Memory Alive by Larry Ruvo in honor of his father, Lou
- Since that night, the Power of Love® gala has blossomed into a celebration known for partnering with some of the most celebrated chefs and entertainers in the industry for an evening of philanthropy, while raising awareness and funds for Keep Memory Alive in support of the Cleveland Clinic Lou Ruvo Center for Brain Health
- Previous Power of Love® galas have celebrated the 70th birthday of boxing legend Muhammad Ali in 2012 and the 80th birthday celebration for Quincy Jones and Sir Michael Caine in 2013
- Last year's gala hosted some of the biggest names in the entertainment industry including Steven Tyler, Darius Rucker, Andra Day and more as they celebrated legendary crooner, Tony Bennett's 90th birthday
- Generating the bulk of Keep Memory Alive's revenue, the annual gala is imperative to the success of Keep Memory Alive and the Lou Ruvo Center for Brain Health in the mission to enhance treatments and research of brain diseases

### **21st annual Power of Love gala quick facts:**

- The Keep Memory Alive's 21st annual Power of Love® gala will take place on Thursday, April 27 at the MGM Grand Garden Arena
- The spectacular night will honor remarkable philanthropist Ronald O. Perelman, chairman and chief executive officer of MacAndrews & Forbes Incorporated
- Perelman is an accomplished industrialist and generous philanthropist, with more than 40 years of experience in business. As an innovative leader and supporter of some of the nation's most prominent cultural, educational and medical institutions, Perelman has donated millions to charitable organizations throughout his career
- In addition, Keep Memory Alive will recognize professional tennis superstar and Las Vegas local, Andre Agassi with its Community Achievement Award

- Presented annually at the star-studded event, the Community Leadership Award honors those who have displayed outstanding effort in community improvement as well as philanthropic achievements for the great state of Nevada
- For the first time ever, Keep Memory Alive will honor world-renowned illusionist Siegfried Fischbacher of the legendary duo Siegfried & Roy with the inaugural Caregiver Award
- The Caregiver Award pays tribute to individuals who have gone above and beyond to care for those who are unable to care for themselves
- Throughout the night, Keep Memory Alive will recognize the significance of caregivers' incredible gift of love and time with special testimony and tributes from family members of patients of the Cleveland Clinic Lou Ruvo Center for Brain Health
- GRAMMY award-winning artists Jon Bon Jovi and Gwen Stefani will take the stage to deliver miraculous exclusive, live performances
- The exquisite night will boast remarkable wine, cocktails and delectable cuisine prepared by Wolfgang Puck, an avid supporter of Keep Memory Alive since the gala's inception, alongside notable chef Michael Mina
- Guests at Keep Memory Alive's 21st annual Power of Love® gala will have the chance to bid on priceless live and silent auction items that include once-in-a-lifetime experiences with Andrea Bocelli, Lady Gaga, Jamie Fox and more