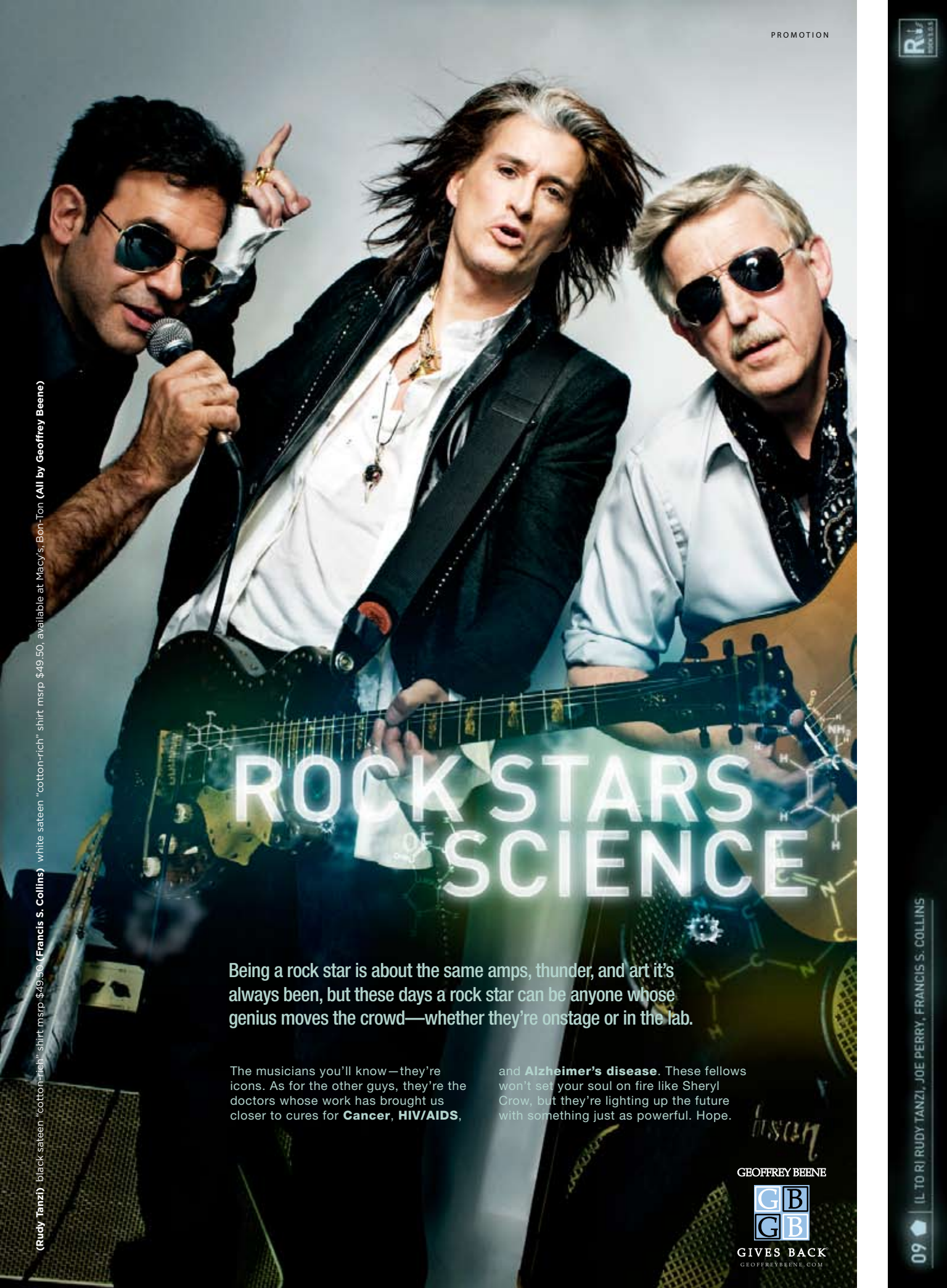


(Rudy Tanzi) black sateen "cotton-rich" shirt msrp \$49.50 (Francis S. Collins) white sateen "cotton-rich" shirt msrp \$49.50, available at Macy's, Bon-Ton (All by Geoffrey Beene)



# ROCK STARS OF SCIENCE

Being a rock star is about the same amps, thunder, and art it's always been, but these days a rock star can be anyone whose genius moves the crowd—whether they're onstage or in the lab.

The musicians you'll know—they're icons. As for the other guys, they're the doctors whose work has brought us closer to cures for **Cancer, HIV/AIDS,**

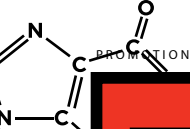
and **Alzheimer's disease.** These fellows won't set your soul on fire like Sheryl Crow, but they're lighting up the future with something just as powerful. Hope.

GEOFFREY BEENE



GIVES BACK  
GEOFFREYBEENE.COM





## THE FACT IS: IT'S URGENT.

Our most brilliant scientific minds are dedicated to finding cures for these diseases and our most celebrated artists stand behind them.

The **star-powered cast** of this portfolio joined the campaign to honor the researchers who are saving our lives, to make **science rock** as a career choice for the next generation, and to raise their platinum voices in demand for future **research funding**.

### IN OUR LIFETIME, WE DESERVE TO SEE:

- OUR BRAIN SPAN MATCH OUR LIFE SPAN
- EARLY DIAGNOSIS IMPROVE OUR ODDS.
- OUR DNA BECOME THE BLUEPRINT FOR HEALTH
- RESEARCH FUNDING AS A NATIONAL PRIORITY

WE STAND TOGETHER AND REFUSE TO ACCEPT "NO CURE" AS AN ANSWER.

Go to [ROCKSTARSOFSOFCIENCE.ORG](http://ROCKSTARSOFSOFCIENCE.ORG) to add your name to the declaration and to **nominate your Rock Star of Science**. While you're there, check out **behind-the-scenes footage** and **exclusive interviews**.

Aligning your name with the **Rock Stars of Science** means you're helping to make this message more visible to the decision makers on **Capitol Hill**.

09 | IL TO RI | ANTHONY S. FAUCI, SHERYL CROW, HAROLD VARMUS



(Anthony S. Fauci) white "cool and dry" "cotton-rich" pinpoint button-down, msp \$49.50, available at Macy's, Bon-Ton (All by Geoffrey Beene)

**“That moment changes the way you see the world for the rest of your life.”**

—Sheryl Crow: on being diagnosed with cancer.

(From Cover)

**RUDY TANZI, PH.D.**  
PROFESSOR,  
HARVARD/ MGH

- Neurology/Genetics—discovered new risk genes for AD
- Research Chair, Cure Alzheimer's Fund

**JOE PERRY**

- Rock 'n' Roll Hall-of-Famer best known as the lead guitarist and co-founder of Aerosmith. He is an accomplished songwriter and solo artist with four records to date, the last of which—released in 2005—included a Grammy®-nominated instrumental, *Mercy*.

**FRANCIS S. COLLINS, M.D., PH.D.**

NATIONAL INSTITUTE OF HEALTH

- Former director of NHGRI
- Leader of the Human Genome Project
- Recipient of the Presidential Medal of Freedom

**ANTHONY S. FAUCI, M.D.**

DIRECTOR, NATIONAL INSTITUTE OF ALLERGIES AND INFECTIOUS DISEASES

- One of world's leading experts on HIV/AIDS
- White House and HHS advisor on infectious diseases and global health

**SHERYL CROW**

- Grammy Award®-winning singer/songwriter and devoted environmental, health, and humanitarian activist whose philanthropic work served as inspiration on her latest album, *Detours*.

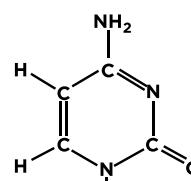
**HAROLD VARMUS, M.D.**

PRESIDENT, MEMORIAL SLOAN-KETTERING CANCER CENTER

- Nobel Prize winner for discovery of cancer genes
- Former Director of NIH
- Advisor to President Obama and Gates Foundation
- Chair of the GEOFFREY BEENE Cancer Research Center at MSKCC

### DEDICATED

Dr. Harold Varmus chairs The **GEOFFREY BEENE Cancer Research Center** at Memorial Sloan-Kettering Cancer Center. Established in 2006, the Center is dedicated to making revolutionary discoveries about how cancer works at the cellular level and using them for new approaches to diagnosis, treatment, and prevention. Over \$100 million has been donated by GEOFFREY BEENE to fund research projects, professorships, training stipends, and symposia.







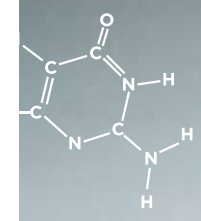
(Ron Petersen) black sateen "cotton-rich" shirt (Will.I.Am) black sateen shirt "cotton-rich" shirt msp \$49.50 (Steven Dekosky) white sateen "cotton-rich" shirt msp \$49.50 (Sam Gandy) blue sateen "cotton-rich" shirt msp \$49.50, available at Macy's, Bon-Ton (All by Geoffrey Beene)

09 (L TO R) RON PETERSEN, WILL.I.AM, STEVEN DEKOSKY, SAMUEL GANDY



**WILL.I.AM**

- Front man of the Black Eyed Peas, whose new album, *E.N.D.*, is due out in June, star of *X-Men Origins: Wolverine*, due out May 1, and creator of dipdive.com.



(Eric J. Topol) white sateen "cotton-rich" shirt msp \$49.50, 100% wool sateen suit jacket msp \$450, available at Macy's, Bon-Ton (David B. Agus) black sateen "cotton-rich" shirt msp \$49.50 available at Macy's, Bon-Ton (All by Geoffrey Beene)



**ERIC J. TOPOL, M.D.**  
SCRIPPS TRANSLATIONAL SCIENCE INSTITUTION

- Chief Academic Officer/ Chief of Genomics Research
- Pioneer in genomics-based cardiology—critical heart care therapies

**DAVID B. AGUS, M.D.**  
PROFESSOR, KECK SCHOOL OF MEDICINE, USC

- Director, USC Center Applied Molecular Medicine
- Founder, Oncology.com and co-founder, Navigenics

**SEAL**

- Critically acclaimed singer/songwriter and multi-platinum-selling artist, Seal has recently released a chart-topping new album, *Soul*.

**ON THE BRAIN**

These guys will get inside your head: In working to crack the code on Alzheimer's disease, they're out to save our minds with the medical equivalent of identity theft protection.

**RONALD C. PETERSEN,\* M.D., PH.D.**  
KANOW PROFESSOR, MAYO CLINIC COLLEGE OF MEDICINE

- Director, Alzheimer's Research Center
- President Reagan's Doctor

**STEVEN T. DEKOSKY,\* M.D.**  
UNIVERSITY OF VIRGINIA SCHOOL OF MEDICINE

- Pioneer, Early brain changes/early detection AD
- VP and Dean, UVA School of Medicine

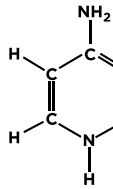
**SAMUEL GANDY, M.D., PH.D.**  
PROFESSOR, MOUNT SINAI

- Professor of neurology and psychiatry, Mount Sinai AD Research Center
- International expert in discovery of amyloid-lowering drugs





09 | IL TO RI | JEFFREY CUMMINGS, JOSH GROBAN, DALE SCHENK



“ It’s like being in the middle of a genius sandwich ”  
 — Josh Groban: Energy at the shoot

**MODEL BUSINESS**

100% of the net profits from GEOFFREY BEENE LLC fund causes that count: **The GEOFFREY BEENE Cancer Research Center** at Memorial Sloan-Kettering Cancer Center, the GEOFFREY BEENE GIVES BACK® **Alzheimer’s Initiative, scholarships, the welfare of women and children, veterans support, and the protection of animals.**



TO LEND YOUR SUPPORT, GO TO [ROCKSTARSOFSOURCE.ORG](http://ROCKSTARSOFSOURCE.ORG).

\*GEOFFREY BEENE GIVES BACK® **Alzheimer’s Initiative** is one of the marquee collaborators on HBO’s *The Alzheimer’s Project*, a pioneering multi-part documentary series airing this month on HBO and available to the public at [hbo.com/alzheimers](http://hbo.com/alzheimers). Executive Producers: Sheila Nevins and Maria Shriver.

(Jeffrey Cummings) black wool cord suit, msrp \$450, black sateen “cotton-rich” shirt, msrp \$49.50 (Dale Schenk) white “cool and dry” pinpoint button-down shirt, msrp \$49.50, available at Macy’s; Bon-Ton (All by Geoffrey Beene)

**JEFFREY CUMMINGS, M.D.**  
 UCLA

- Developed Neuropsychiatric Inventory on Brain Function
- Director, Easton Alzheimer Center, Johnson Neurotherapeutics Center

**DALE SCHENK,\* PH.D.**

- Executive Vice President and Chief Scientific Officer, Elan Corporation
- Discovered the most advanced approach to developing a new Alzheimer’s vaccine

**JOSH GROBAN**

- Classically influenced, internationally celebrated pop singer and official ambassador for Mandela’s **Project 46664**—a campaign to raise awareness of HIV/AIDS in Africa

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