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.
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 ROCKSTARSOFSCIENCE.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.

ROCK S.O.S

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.
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

ON THE BRAIN

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, 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 for 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.
It’s like being in the middle of a genius sandwich
— Josh Grobin: Energy at the shoot

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

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.

*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. Executive Producers: Sheila Nevins and Maria Shriver.

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