



Health, Science & Nonprofit  
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**For Immediate Release**

**TARTAGLIA COMMUNICATIONS NAMED BY ALZHEIMER'S DRUG DISCOVERY  
FOUNDATION TO PROMOTE NEW RESEARCH PRIZE**

SOMERSET, NJ – August 17, 2015 - Tartaglia Communications, LLC has been tapped by the Alzheimer's Drug Discovery Foundation (ADDF) to launch the Melvin R. Goodes Prize for Excellence in Alzheimer's Drug Discovery, the first prize to specifically recognize scientists working in Alzheimer's drug development. The winner of the inaugural prize will be announced in September.

"It is very exciting and a great honor for us to be selected by the ADDF to launch this prestigious and important new prize," says Dennis Tartaglia, President, Tartaglia Communications. "We look forward to promoting the Goodes Prize, and to making both the news media and the public aware of the innovative approach that the ADDF is taking to funding Alzheimer's drug discovery, which has the potential to speed the development of medications for this devastating illness."

The prize was established thanks to the generosity of former Warner-Lambert CEO and Chairman Melvin R. Goodes and his family. Mr. Goodes—who has been open about his own Alzheimer's diagnosis—is an honorary member of the ADDF's Board of Governors. He and his wife, Nancy, who is also on the ADDF's Board of Governors, are outspoken advocates for Alzheimer's research.

"We look forward to collaborating with Tartaglia Communications on the successful launch of the Melvin R. Goodes Prize," said Howard Fillit, MD, Founding Executive Director and Chief Scientific Officer of the ADDF. "Their demonstrated expertise will ensure that people can appreciate the important contributions being made by Alzheimer's drug discovery researchers."

Founded in 1998 by co-chairmen Leonard A. and Ronald S. Lauder, the Alzheimer's Drug Discovery Foundation is dedicated to rapidly accelerating the discovery of drugs to prevent, treat and cure Alzheimer's disease. The ADDF follows a venture philanthropy model, funding breakthrough research in academia and the biotech industry, and is the only such charity solely dedicated to funding the development of drugs for Alzheimer's. Through the support of its donors, the ADDF has awarded more than \$70 million to fund over 450 Alzheimer's drug discovery programs and clinical trials in 18 countries.

The Melvin R. Goodes Prize for Excellence in Alzheimer's Drug Discovery, which is open to researchers in both academia and industry, includes a \$150,000 grant to support the winner's future

research. The Goodes Family Foundation has made a commitment of \$750,000 to fund the prizes for 10 years, and the ADDF has matched the family's contribution with an additional \$750,000.

Tartaglia Communications and its principals have designed high-impact research and awards communications programs for such clients as Brookhaven National Laboratory, Columbia University Medical Center, Max Planck Florida Institute for Neuroscience, New York Academy of Sciences, Gordon and Betty Moore Foundation, MetLife Foundation, Robert Wood Johnson Foundation, New York Academy of Medicine, American Headache Society, National Multiple Sclerosis Society, American Federation for Aging Research, and the University of California, Berkeley.

Tartaglia Communications develops high-impact, strategic communications programs for health and science-focused organizations. The firm's principals draw on more than 30 years of experience and a network of contacts to deliver customized programs that help clients reach business, policy, educational and brand development objectives. The firm has designed award-winning campaigns for research and public policy organizations, as well as for biopharmaceutical startup companies, academic medical centers, health systems and teaching hospitals, and nonprofit organizations and philanthropies working in health and science. Tartaglia's principals have earned more than two dozen awards, including the Public Relations Society of America's *Silver Anvil*, *Bronze Anvil* and *Big Apple*, PRWeek's *Healthcare Campaign of the Year* and the *HPRMS Award for Excellence in Public Relations*. Please visit [www.TartagliaCommunications.com](http://www.TartagliaCommunications.com), or contact the firm at [DTartaglia@TartagliaCommunications.com](mailto:DTartaglia@TartagliaCommunications.com) or 732-545-1848. Follow Tartaglia Communications on Twitter, [@TartagliaComm](https://twitter.com/TartagliaComm) and like us on Facebook.

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