



Health, Science & Nonprofit
Communications/Public Relations

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For Immediate Release

**TARTAGLIA COMMUNICATIONS TO PROMOTE ALZHEIMER'S DRUG
DISCOVERY FOUNDATION'S SCIENCE INITIATIVES**

SOMERSET, NJ – April 18, 2016 - Tartaglia Communications, LLC has been hired by the Alzheimer's Drug Discovery Foundation (ADDF) to promote its science initiatives and raise awareness of the vital role the ADDF plays in funding the discovery and development of drug therapies for Alzheimer's disease and related dementias.

"We are proud and thrilled to be taking on this expanded role with the ADDF," says Dennis Tartaglia, president, Tartaglia Communications. "The ADDF is the preeminent nonprofit organization funding scientists around the globe who are investigating novel drugs to prevent, treat and cure Alzheimer's disease. We look forward to working with the ADDF to increase their visibility in order to help them fulfill this critical mission."

In 2015, Tartaglia managed the media launch of 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, and managed a press briefing on promising Alzheimer's research as well as media relations for the ADDF's 16th Annual Conference on Alzheimer's Drug Discovery. The firm's new charge from the ADDF will include the announcement of the 2016 Goodes Prize winner, publicity for the 17th Annual Drug Discovery conference, and a range of ongoing science communications and writing assignments.

Howard Fillit, MD, Founding Executive Director and Chief Science Officer of the ADDF said, "The ADDF is excited to continue our productive relationship with Tartaglia Communications. We are confident they will bring our innovative work in Alzheimer's drug discovery to a wider audience."

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 \$80 million to fund over 500 Alzheimer's drug discovery programs and clinical trials in 18 countries.

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Tartaglia Communications and its principals have designed high-impact health and science 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, IPRO/Atlantic Quality Innovation Network, American Headache Society, National Multiple Sclerosis Society, American Federation for Aging Research, and the University of California, Berkeley.

Tartaglia Communications' 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 and hospitals, and nonprofit organizations 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* and *Bronze Anvil*, PRWeek's *Healthcare Campaign of the Year* and the *HPRMS Award for Excellence in Public Relations*. Please visit www.TartagliaCommunications.com, or contact the firm at DTartaglia@TartagliaCommunications.com or 732-545-1848. Follow Tartaglia Communications on Twitter, [@TartagliaComm](https://twitter.com/TartagliaComm).

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