

(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.

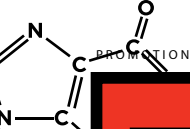
The musicians you'll know—they're icons. As for the other guys, they're the doctors whose work has brought us closer to cures for **Cancer, HIV/AIDS,**

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 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

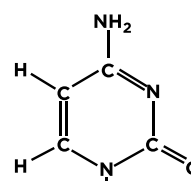
- Grammy Award®-winning singer/songwriter and devoted environmental, health, and humanitarian activist whose philanthropic work served as inspiration on her latest album, *Detours*.

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.





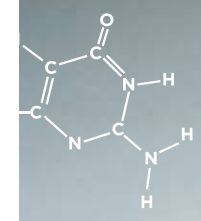
(Ron Petersen) black sateen "cotton-rich" shirt (Will.I.Am) black sateen shirt "cotton-rich" shirt msp \$49.50 (Steven Dekosky) white sateen "cotton-rich" shirt msp \$49.50 (Sam Gandy) blue sateen "cotton-rich" shirt msp \$49.50, available at Macy's, Bon-Ton (All by Geoffrey Beene)

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

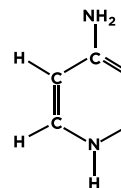
- Professor of neurology and psychiatry, Mount Sinai AD Research Center
- International expert in discovery of amyloid-lowering drugs



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

“It’s like being in the middle of a genius sandwich”

— Josh Grobin: 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 ROCKSTARSOFSOFCIENCE.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. 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)



MOUNT SINAI SCHOOL OF MEDICINE

FOR IMMEDIATE RELEASE

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Sam E. Gandy, M.D., Ph.D., Rocks the Pages of GQ Magazine
Mount Sinai Doctor Joins Rock n Roll Celebrities in New Campaign

New York, NY – May 22, 2009

Mount Sinai School of Medicine’s Sam E. Gandy, M.D., Ph.D., joined rock celebrities Sheryl Crow, Josh Groban, hip-hop artist and X-Men Origins: Wolverine co-star Will.i.am., Aerosmith’s Joe Perry, and Seal for a designer menswear photo shoot as a “Rock Star of Science” in the June issue of *GQ Magazine*, available nationally on May 25. Dr. Gandy, Professor in the Departments of Neurology and Psychiatry and Associate Director of the Mount Sinai Alzheimer’s Disease Research Center at Mount Sinai School

of Medicine, traded in his lab coat for the launch of “Rock Stars of Science” (ROCK S.O.S.). This new public service campaign, sponsored by GEOFFREY BEENE GIVES BACK and *GQ Magazine*, spotlights the need for greater funding for medical research and shows how important science is as a career choice for tomorrow’s stars.

“We have always known that science doesn’t seem as cool as rock and roll,” said Dr. Gandy. “But the funding for medical research is in danger and it’s time to change that image and raise awareness.”

Dr. Gandy is an international expert in the metabolism of the sticky substance called amyloid, which clogs the brain in patients with Alzheimer’s disease. In 1989, Gandy and his team discovered the first drugs that could lower formation of amyloid. Dr. Gandy has written more than 150 original papers, chapters and reviews on this topic. He has received continuous NIH funding for his research on amyloid metabolism since 1986. This funding is vital to important medical breakthroughs that improve and save lives.

In addition to showcasing Dr. Gandy’s work, ROCK S.O.S. will focus on other scientists and their breakthrough research in areas like cancer, HIV-AIDS, heart disease, and advances in genetics and personalized medicine. The campaign will also be supported by a website www.rockstarsofscience.org, to be launched on June 1, 2009. The site will profile the scientists, their teams and research institutions.

ROCK S.O.S. is sponsored by the designer menswear brand, GEOFFREY BEENE. One hundred percent of net profits from GEOFFREY BEENE, LLC fund philanthropic causes.

About The Mount Sinai Medical Center

The Mount Sinai Medical Center encompasses The Mount Sinai Hospital and Mount Sinai School of Medicine. The Mount Sinai Hospital is one of the nation’s oldest, largest and most-respected voluntary hospitals. Founded in 1852, Mount Sinai today is a 1,171-bed tertiary-care teaching facility that is internationally acclaimed for excellence in clinical care. Last year, nearly 50,000 people were treated at Mount Sinai as inpatients, and there were nearly 450,000 outpatient visits to the Medical Center.

Mount Sinai School of Medicine is internationally recognized as a leader in groundbreaking clinical and basic science research, as well as having an innovative approach to medical education. With a faculty of more than 3,400 in 38 clinical and basic science departments and centers, Mount Sinai ranks among the top 20 medical schools in receipt of National Institute of Health (NIH) grants.

PHOTOS: BEN WATTS

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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