



McKNIGHT BRAIN

RESEARCH FOUNDATION

Preserving memory, enhancing life

Meeting of the Communications Committee of the Board of Trustees

Tuesday, April 29, 2025

6:00 – 7:00 PM ET

Via Teams (link in calendar invite)

Members Attending: Dr. Patricia Boyle, Communications Committee Chair; Dr. John Brady; Dr. Sharon Brangman; Dr. Sue Pekarske

Also Attending: Dr. Lee Dockery, Chair Emeritus; Ms. Amy Porter, Interim Executive Director; Ms. Valerie Patmintra; BRG Team –Mr. Shannon McDaniel; Ms. Maureen Higgins; Ms. Kate Worthy; Ms. Mandy Byrd

AGENDA

6:00 pm ET	1. Call to Order/Welcome/Roll Call	Dr. Boyle
6:05pm ET ACTION	2. Approval of Minutes from the February 6, 2025 Joint Meeting of the Communication and Education Committees	Dr. Boyle
6:10pm ET	3. Communications Activity Timeline	Dr. Boyle
6:15 pm ET	4. Brain Works Campaign and Media Update a. Syndicated Article for Review b. AAFP Partnership Update and Brain Health Article c. Plans for Mental Health Awareness Month Outreach	BRG/ Ms. Patmintra
6:45 pm ET	5. Update on the AARP Brain Health Action Collaborative	Dr. Brangman
6:55 pm ET ACTION	6. Other Business and Adjourn	Dr. Boyle

MINUTES
MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
JOINT MEETING OF THE EDUCATION & COMMUNICATIONS COMMITTEES
CONFERENCE CALL
February 6, 2025

The Joint Meeting of the Education and Communications Committees of the MBRF was called to order at 6:00 pm EST on February 6, 2025, by Dr. Patricia Boyle.

The following members were present:

Dr. John Brady, Education Committee Chair
Dr. Patricia Boyle, Communications Committee Chair
Dr. Mike Dockery, MBRF Chair
Dr. Sharon Brangman, Trustee
Dr. Allison Brashear, Trustee
Dr. Roy Hamilton, Trustee
Dr. Sue Pekarske, Trustee

Others attending:

Dr. Lee Dockery, Chair Emeritus
Dr. Madhav Thambisetty, MBRF Vice Chair
Ms. Melanie Cianciotto, Corporate Trustee
Ms. Amy Porter, Interim Executive Director
Ms. Valerie Patmintra, Senior Communications Advisor
Ms. Mandy Byrd, BRG Communications
Ms. Maureen Higgins, BRG Communications
Ms. Kate Worthy, BRG Communications

1. Call to Order

Dr. Boyle welcomed the members of both committees to the call.

2. Communications

a. Communications Activity Timeline

Dr. Boyle reviewed the updated activity timeline, noting that the BRG team would be joining the meeting soon to provide an update on the Brain Works campaign. Since the last meeting, a new page has been added to the website commemorating the Foundation's 25th anniversary. The page includes the 25th anniversary video, video vignettes with several of the Trustees reflecting on the anniversary and an updated version of the MBRF organizational brochure. Dr. Boyle encouraged everyone to visit the [new page](#) and to let her and Ms. Patmintra know if they have feedback or suggestions for the page or the updated organizational brochure. She also noted that strategic partnerships are a key component of the Brain Works campaign second year plan and that a partnership opportunity with the American Academy of Family Physicians would be presented for approval later in the meeting.

b. Minutes of the October 7, 2024, Communications Committee Meeting

The minutes of the October 7, 2024, Communications Committee Meeting were reviewed and approved as presented.

Action Item 1: The minutes of the October 7, 2024 Communications Committee Meeting were approved as presented.

2. Education

a. Education Activity Timeline

Dr. Brady reviewed highlights from the updated Education Activity Timeline. He shared that the committee continues reviewing new resources and content before they are added to the MBRF website or Brain Works microsite. He also noted that he recently participated in a brainstorm with Ms. Patmintra and the BRG team to begin developing ideas to build on the MBRF's awareness efforts and engage new audiences through an education program. Ms. Patmintra noted that a summary document outlining the education opportunity, goals and potential audiences will be shared with as part of the February 24, 2025, meeting materials to help continue the conversation.

b. Minutes of the July 29, 2024, Education Committee Meeting

The minutes of the July 29, 2024, Education Committee Meeting were reviewed and approved as presented.

Action Item 2: The minutes of the July 29, 2024, Education Committee Meeting were approved as presented.

3. Brain Works Campaign Update

a. Media and Social Outreach and Results to Date

Ms. Kate Worthy, BRG Communications, presented a summary of media coverage secured for the campaign to date. Since the campaign launched in March of 2024, more than 1.5 billion media impressions, 4,000 placements and 50 interviews have been secured. She noted that the campaign is tracking very well against the year two media goals and has already surpassed the number of media impressions anticipated for the year thanks to several high-profile media placements featuring the MBRF Trustees.

Ms. Worthy shared that the campaign's digital coverage is also exceeding expectations. Thanks to the recent influencer activation with Dr. Joy and an ongoing advertising strategy, the Foundation now has more than 5,000 likes and followers on Facebook and has increased followers across all platforms by 441 percent. She also noted there have been more than 25,000 visits to the Brain Works microsite since July. In response to Dr. Hamilton's question about the total number of web visits since the campaign launched, an updated version of the results presentation will be shared with the Trustees as part of the February 24, 2025, meeting materials.

b. Discussion and Approval of New Resources for the Brain Works Resource Hub

Ms. Patmintra noted that a document outlining recommended resources to add to the Brain Works resource hub was included with the committee materials and has been approved by Dr.

Boyle and Dr. Brady as committee chairs. Dr. Michael Dockery asked the committee members to review the document and let Ms. Patmintra know if any of the resources outlined are not approved to post to the site by Sunday, February 9, 2025.

4. Update on the AARP Brain Health Action Collaborative

Dr. Brangman gave an update on the AARP Brain Health Action Collaborative noting that it's a great group for the MBRF to be part of because of its wide reach and message alignment with the MBRF. She said the initiative is working to offer content for a wide range of audiences and each organization participating has an opportunity to own a different segment. She is participating in the quarterly meetings with the goal of finding the MBRF's niche and encouraged Ms. Patmintra to join the meetings going forward.

5. Discussion of the American Academy of Family Physicians Partnership Opportunity

Dr. Brady presented the partnership opportunity with the American Academy of Family Physicians (AAFP) for the Trustees' review. He noted that the AAFP not only has 130,000 professional members, they also have great resources like the familydoctor.org website that reach consumer and patient audiences. As the partnership is outlined, the Foundation has the opportunity to reach both AAFP professional members and patients through their various communications channels both with existing Brain Works campaign resources and via new articles and content that would be developed in partnership with the AAFP. He noted that all materials developed together with AAFP would be co-branded for use on the MBRF's website as well.

The Trustees approved of moving forward with the AAFP partnership and securing a contract that includes details of exactly what the partnership will include and each organization's roles and responsibilities.

Action Item 3: The AAFP partnership opportunity was approved to proceed to the next step of securing a contract.

6. Ideas for an MBRF Education Program

Dr. Brady briefly summarized the brainstorm he participated in with BRG and Ms. Patmintra to start coming up with ideas for an MBRF-owned education program and noted that the ideas discussed would be shared with the Foundation's new CEO and all of the Trustees in order to start a broader conversation about leveraging the momentum of the MBRF's awareness work to date to being an education program.

7. Adjourn

Hearing no further discussion, Dr. Brady called for adjournment of the meeting at 7:05 p.m. EST.

Respectfully Submitted,

Valerie Patmintra
Senior Communications Advisor



McKNIGHT BRAIN

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Communications Activity Timeline

Updated April 23, 2025

Activity	Date/Status	Action	Responsible Party	Comments
Patient Education Brochures	Complete	Drafted content and designed two new patient education brochures	V. Patmintra	The “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures are both posted on the Helpful Resources page of the website and on the “About Cognitive Aging” and “Brain Health Tips” pages of the Brain Works microsite. As part of the ongoing relationship with the Gerontological Society of America, the “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures were added to GSA’s KAER toolkit in July of 2023 along with the Foundation’s tip sheet on healthy aging.
MBRF Organizational Brochure	In Progress	Updating the MBRF Organizational Brochure to Post for the 25 th Anniversary	V. Patmintra	The organizational brochure has been updated to include new visuals, updated metrics and information on the MBRF and updated content for each of the four MBIs. The updated brochure is being posted to the Foundation’s 25th Anniversary celebration landing page on the website.
MBRF Anniversary Video	Complete	Updating the MBRF Highlights Video for the 25 th Anniversary	V. Patmintra BRG	The MBRF’s anniversary video is featured on the website and was included in social media promotion efforts as part of the activities commemorating the Foundation’s 25 th anniversary.

Mind Your Memory Newsletter	Ongoing	Quarterly Newsletter with Consumer-Focused News and Highlights	V. Patmintra	The Mind Your Memory consumer newsletter began distribution in September 2022 and is distributed quarterly to the Foundation’s organizational contacts list and to consumers who sign-up for distribution on the website. The spring 2025 issue of the newsletter is being drafted and will be distributed in mid-May.
McKnight Brain Website	Ongoing	Home Page Refresh and Ongoing Content Development	V. Patmintra	Based on results from the User Testing initiative, the website navigation was updated at the end of July with new headers designed to draw audiences in to the content most relevant to their needs. The organizational content about the Foundation is also now separated across two tabs titled “Our Work” and “About Us.” Following completion of the navigation update, new content has been added to the Blog and News pages of the website on a weekly basis. The Brain Works microsite launched on March 22 as part of the campaign kickoff activities and features a Resource Hub with materials from the MBRF as well as other leading cognitive aging and brain health organizations. The Hot Topics section of the microsite is updated regularly to feature campaign news and consumer-friendly research updates from the MBIs. A Brain Works button is featured in the McKnightBrain.org’s primary navigation and a hero image highlighting the campaign was added to the homepage carousel to help users flow seamlessly between the two areas of the site.
PCP Education Initiative	Ongoing	Develop content to build a dedicated area of the website for PCP education	V. Patmintra	The Brain Works Year Two campaign recommendations include ideas for engaging with healthcare professionals via partnerships with relevant membership organizations.

				A partnership opportunity with the American Academy of Family Physicians has been secured and materials on brain health and cognitive aging are in development to be featured on the AAFP's patient-facing website FamilyDoctor.org and in the physician trade Family Medicine Today.
Social Media	Ongoing	Develop monthly content themes and make regular posts to the MBRF Twitter, Facebook and LinkedIn pages	V. Patmintra	Developing themes and drafting content on a monthly basis to make 2-3 posts per week. Leveraging boosted Facebook posts and Google ads to drive additional traffic to the McKnightBrain.org website. Resulting from additional social media advertising and promotion, the MBRF's social media following has increased by more than 500% since the Brain Works campaign launched in March.

Tracking and Quarterly Reports	Began in 2019 Ongoing	Conduct media tracking and provide quarterly updates.	V. Patmintra	Tracking media and social media metrics and reach throughout the year and providing quarterly updates to the Trustees. Tracking topics include: brain health, age-related memory loss, cognitive aging, cognitive decline, age-related cognitive decline, McKnight Brain Research Foundation, McKnight Brain Institutes. A comprehensive report of media coverage and website traffic generated from the Brain Works campaign will be included for review with materials for the May 14 Trustees' meeting.
Communications Working Group	Began in 2019 Ongoing	Zoom meetings with members of the Communications Working Group	A. Porter V. Patmintra Last Meeting:	Quarterly meetings with members of the Communications Working Group to discuss and engage in ongoing activities, including:

			March 12, 2025	- Identifying core competencies needed for each MBI's communications outreach - Reviewing, vetting and approving materials - Providing input on upcoming studies with relevant consumer/medical media angles - Identifying young researchers and studies of note to highlight on the MBRF website
Brain Works Public Awareness Campaign	Ongoing		V. Patmintra A. Porter BRG	The <i>Brain Works: Optimize Your Brain Span</i> campaign launched on March 22 with a Satellite Media Tour, launch of the Brain Works microsite and ongoing media outreach. Results from the first few months of the campaign were shared with the Trustees during the May meeting, along with high level plans for year two of the campaign. Plans for the campaign's second year will be formalized following the meeting. Year Two Brain Works campaign activities, including ongoing media relations, distribution of an online public service announcement, influencer activation with Dr. Joy and a partnership opportunity with the American Academy of Family Physicians are underway. Updates will be shared with the Communications Committee during the April 29 committee meeting and a full report on year two results and a look ahead to year three will be shared with the Trustees during the May 14 meeting.

McKnight Brain Research Foundation
Brain Works Syndicated Article
Draft 4.22.25

Healthy Body, Healthy Brain: Tips for Your Brain and Body

By 2030, more than 20% of the US population---about 71 million Americans---will be over the age of 65. With age, many of us may notice changes in cognition—things like misplacing our keys or forgetting a neighbor’s name. While we expect our bodies to change with age and aren’t alarmed when they do, many people assume the worst when their memory or cognition changes. It’s important to understand that our brains age just like our bodies.

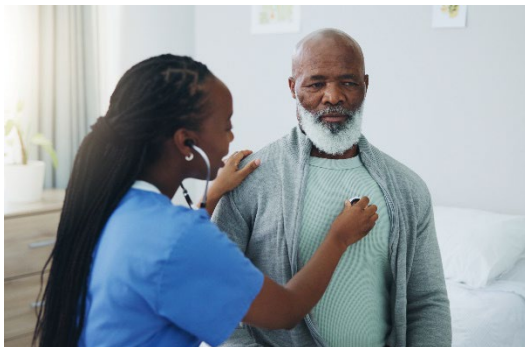
Cognitive aging or brain aging is not a disease. It’s part of an ongoing process that begins at birth and continues throughout the lifespan. In early childhood, our brains grow and develop at a rapid pace. As we grow older, changes in the brain due to aging can affect things like learning and memory. Processing speed, decision-making, and memory are often some of the first cognitive abilities to decline due to aging.

Cognitive aging is normal, and it happens to all of us. You can’t prevent your brain from aging, but YOU CAN take action to optimize your brain and cognitive health.

The McKnight Brain Research Foundation’s Brain Works initiative aims to educate the public on cognitive aging as a critical step to reducing fear and encouraging behavior change to promote healthy brain aging. Learn more about the steps you can take to optimize your brain health below.

Tips to Optimize Your Brain Health:

Remember the Old Adage: Healthy Heart, Healthy Mind



Evidence shows that risk factors for cardiovascular disease and stroke, like obesity, high blood pressure and diabetes, negatively impact your cognitive health. Take care of your heart and your

brain by maintaining a healthy weight and managing your risk for high blood pressure, high cholesterol, and diabetes.

Keep Your Mind Active



Challenging and activating the mind with activities like learning a new language, instrument, or skill, helps keep your mind sharp. Doing puzzles and playing games are also good ways to encourage strategic thinking.

Find Your Purpose



What motivates you and lights up your world each day? Whatever it is, having and building a sense of meaning and purpose in life can bring countless psychological and physical health benefits! Having a sense of purpose has been linked to a lower risk of developing dementia or cognitive impairment. Having purpose is also linked to a longer and healthier lifespan and better wellbeing in older age.

Prioritize Your Mental Health & Manage Stress



Mental health is an important component of overall brain health, so it's not surprising that depression is linked with an increased risk of cognitive decline and dementia. Managing stress and seeking medical attention for symptoms of depression, low mood, anxiety, or other mental health concerns will help maintain your brain and cognitive health later in life.

Stay Social



It's time to channel your inner extrovert! Social and intellectual engagement is important to brain health. Pursuing social activities that are interesting and engaging will help you maintain connections with others and within your local community. Try volunteering at your local church or animal shelter or just share the games or activities you enjoy with your friends and family.

Follow a Healthy Diet



Eating a healthy and balanced diet that's rich in fresh fruits and vegetables, whole grains, lean proteins, and low-fat dairy products can reduce inflammation, the risk of disease, and help support brain health. For peak cognitive health, also stay hydrated, limit alcohol consumption, and reduce your intake of solid fats, sugar, sodium, and highly processed foods.

Take a Walk



A daily walk is a perfect way to get in the physical activity needed to maintain good brain health. Aim for 30 minutes a day and break it into shorter sessions if needed. Several studies have linked regular physical activity with a reduced risk of cognitive decline. Even simple exercises using your body weight or a few light weights can pay off!

For more resources on cognitive aging, including questions to ask your doctor, brain health tips, and the latest research findings, visit the McKnight Brain Research Foundation’s Brain Works resource hub at: <https://mcknightbrain.org/brainworks/>.

About the Brain Works Campaign

The McKnight Brain Research Foundation launched the “Brain Works: Optimize Your Brain Span” campaign in March 2024 to educate the public on cognitive aging and offer tips to help maintain optimal brain health with age. The campaign features information on cognitive aging, including an online hub of tools and resources from the McKnight Brain Research Foundation and other reputable organizations with cognitive health expertise. Visit the resource hub and learn more at: [McKnightBrain.org/BrainWorks](https://mcknightbrain.org/brainworks/).

FamilyDoctor.org Agreement for Collaborative Content

Sponsor Information

Company (Legal) Name	BRG Communications ("Sponsor")	
Company Address	201 N Union Street, Ste 110 Alexandria, VA 2231	
EIN or DUNS	Click here to enter text.	
Contact Name	Kate Worthy	
Contact Email	kworthy@brgcommunications.com	Contact Phone _____

Collaboration Opportunity

- The Sponsor provides communications and promotional content across media for the McKnight Brain Research Foundation (hereafter "MBRF"), a Florida foundation established to enhance life by preserving memory and supporting healthy cognitive aging through research and education.
- The Sponsor and the American Academy of Family Physicians ("AAFP") will collaborate and complete the following content ("Content") with AAFP taking the lead on development of the Content in accordance with the terms and conditions of this Agreement ("Agreement"):

An introduction of cognitive aging to both family physicians and patients. It focuses on placing resources on FamilyDoctor.org, promoting them to a patient audience, and then highlighting the patient-facing resources to family physicians.

Primary Audience: Patients first, family physicians second

Components:

- For Patients
 - Review and revise this article: Brain Training for Seniors - familydoctor.org
 - Create a new piece of editorial content (e.g. article) featuring MBRF research, sources and tips for patients. Included in the article may be graphics that provide tools for patients.
 - Promote the articles on FamilyDoctor.org's social media channels.
 - Include the article in a home page placement for 60 days (4 15-day blocks)
- For Physicians
 - Promote the new editorial content on AAFP's organic social media content.
 - Place two PSAs in Family Medicine Today promoting the new article.
- Reporting/Metrics: AAFP will provide associated reports/metrics on performance activities outlined above. Reporting will be provided on May 9 and July 11.
- Funding: \$20,000 ("Payment")
- Estimated Content collaboration timeline (dates subject to change depending on Content needs):

Milestone	Estimated due date
Brain Training for Seniors revised	April 25, 2025
Funding statement at bottom of page	April 25, 2025
Initial social media posts on FD.org	Week of April 28, 2025
Initial 15-day home page placement	Week of April 28, 2025
New editorial content on FD.org	May 5, 2025
Family Medicine Today PSA #1	Week of May 12, 2025
Clinician Social Media Posts	May 12-May 30, 2025

Family Medicine Today PSA #2	Week of June 2, 2025
Home page placements on FD.org (15-day increments)	Between May 5 and June 30, 2025
Second social media posts on FD.org	Week of June 9, 2025

- Revisions to and development of new content may utilize information from the MBRF's BrainWorks website and resources.
- Term Length: Content will be on FamilyDoctor.org and as otherwise contemplated expressly herein for at least 180 days from placement of Content on website(s) in accordance with this Agreement from April 25, 2025 ("Term"). Following the Term, Content may continue to be used at the AAFP's discretion subject to the provisions of this Agreement.
- Language: The Content will include the following language acknowledging the parties' collaboration: "The development of this content was in collaboration with the McKnight Brain Research Foundation."
- MBRF will have the opportunity to review and provide feedback on the content AAFP creates before it goes live. AAFP retains editorial control and final approval.
- AAFP contact for purposes of collaboration and content development: *Rebecca Beeler, rbeeler@aafp.org*

Terms and Conditions

By executing this Agreement, Sponsor agrees to abide by the following terms and conditions:

1. Payment by Sponsor is due within 30 days following receipt of the invoice and shall be sent to American Academy of Family Physicians, Attn: Accounts Receivable 11400 Tomahawk Creek Parkway, Leawood, KS 66211. AAFP will invoice Sponsor in full upon receipt of Sponsor's signed Agreement. A late payment will bear interest at the rate of one and one-half percent (1.5%) per month (or the highest rate permitted by law, if lower). Sponsor agrees to pay all costs of collection, including collection agency fees and expenses, attorneys' fees, and court costs, which may be incurred by AAFP in pursuing and collecting payment. An unpaid balance may prevent future acceptance by AAFP of other Agreements submitted by Sponsor. AAFP may, in its sole discretion, change the price to be paid for collaborative content pursuant to Agreements executed after this Agreement.
2. Sponsor is responsible for the content of Sponsor's advertisements submitted to AAFP as well as any portion of the Content provided by Sponsor, including without limitation:
 - a. The content (i) does not infringe or otherwise violate any proprietary or personal rights of others (including, without limitation, copyrights, trademarks or privacy rights); and (ii) is factually accurate and contains no libelous or otherwise unlawful statements.
 - b. Sponsor is authorized and hereby grants AAFP all rights necessary (including the rights to use, reproduce, distribute, perform, and display) to include the Sponsor's advertisement content, and Sponsor's and MBRF's name, logo(s), trademark(s) or service mark(s) on the websites and/or social media channels referenced above and to distribute such content to selected AAFP members during the Term of this Agreement and for a period not to exceed 30/60/180 days after the end of the term.
 - c. The individual signing this Agreement on Sponsor's behalf is duly authorized and has the full power to bind Sponsor.
3. AAFP has the sole discretion to decline to accept and/or post the Content and/or any Sponsor advertisement for any reason. If AAFP elects to decline posting/acceptance, AAFP will refund within thirty (30) days any payment previously made by Sponsor. AAFP will review all content appropriateness prior to posting, but AAFP or users of the above-referenced websites and/or social media channels may identify concerns with the content. AAFP may notify Sponsor to modify any such content as posted, due to error or due to a violation of these terms and conditions, or for any other reason. If Sponsor does not agree and so modify the content after such notice, AAFP will not be required to continue to display such content. AAFP reserves the right to suspend, terminate, and/or remove the Content and any Sponsor advertisement from the above referenced websites and/or social media channels at any time. Sponsor may instruct AAFP to remove its advertisement (but not the Content) from the above referenced websites and/or social media channels at any time. If content is removed pursuant to this Section 3, (a) AAFP will retain a minimum of \$4,000 to cover processing and administrative costs, and (b) AAFP will refund a prorated amount of the remainder based on the remaining term length.

4. AAFP has complete control of posting content to the above-referenced websites and/or social media channels. AAFP will collaborate with Sponsor as AAFP develops the Content, but AAFP will maintain sole editorial control over the Content. Except as set forth in Section 3, Sponsor does not have any control or editorial/review privileges over any of the above referenced websites and/or social media channels or their contents. AAFP may not modify the Sponsor's advertisement submitted pursuant to this Agreement without prior written consent of Sponsor. Sponsor acknowledges that AAFP has made no guarantees with respect to any usage statistics, levels of impressions, open or click rates, streams, or viewership levels of any content.

5. The parties acknowledge that in its performance hereunder, AAFP will develop resources, tools, data, and/or other content, materials and documents (collectively, "Work Product"). As between the parties, AAFP shall be the sole owner of the Work Product and any and all intellectual property rights therein, including any adaptations and derivative works thereof (collectively, "Intellectual Property"). Sponsor acknowledges and agrees that the Intellectual Property belongs to and shall be the sole and exclusive property of AAFP. Nothing in this paragraph 5 or in this Agreement will be deemed to be an assignment of any intellectual property created, owned, or controlled by MBRF in existence as of the date of execution of this Agreement or provided to AAFP by The Sponsor as provided by paragraph 2 hereinabove. All such intellectual property of MBRF will remain property of MBRF and, upon conclusion of this Agreement will be subject to the provisions of paragraph 2.b. above.

6. Upon expiration of the Term, the parties hereto may renew this Agreement in writing signed by all parties hereto and referencing this Agreement therein. Unless otherwise agreed to in writing, any renewal of this Agreement will be subject to and bound by all of the terms and conditions contained herein.

7. Either party may terminate this Agreement upon written notice to the other party hereto if the other party breaches these terms and conditions. AAFP may terminate this Agreement by written notice if Sponsor defaults on any payment. Upon any such termination, all amounts due under this Agreement will become immediately due and payable. Upon expiration or early termination, AAFP reserves the right to immediately delete all Content and will delete any Sponsor advertisement posted on any of its websites and/or social media channels.

8. As applicable, the parties will comply with the CMSS Code for Interactions with Companies, AdvaMed Code of Ethics on Interactions with Health Care Professionals, and PhRMA Code on Interactions with Health Care Professionals. The Content and Sponsor's advertising content will be subject to the American Association of Advertising Agencies/Interactive Advertising Bureau's Standard Terms and Conditions for Internet Advertising for Media Buys One Year or Less, Version 3.0, available at https://www.iab.com/wp-content/uploads/2015/06/IAB_4As-tsandcs-FINAL.pdf ("AAAA/IAB Terms and Conditions"). If there is any conflict or inconsistency between the terms and conditions of this Agreement and the terms and conditions of the AAAA/IAB Terms and Conditions, the terms and conditions of this Agreement shall control.

9. AAFP DISCLAIMS ALL WARRANTIES, WHETHER EXPRESSED, IMPLIED, STATUTORY OR OTHERWISE AND SPECIFICALLY DISCLAIMS ALL IMPLIED WARRANTIES INCLUDING WITHOUT LIMITATION THE CONDITIONS AND/OR WARRANTIES OF MERCHANTABILITY OR FITNESS FOR ANY PURPOSE TO THE MAXIMUM EXTENT PERMITTED BY LAW. AAFP DOES NOT WARRANT THAT ANY OF ITS WEBSITES OR SOCIAL MEDIA CHANNELS WILL MEET THE SPONSOR'S REQUIREMENTS OR THAT THE OPERATION OF THE SAME WILL BE UNINTERRUPTED OR ERROR-FREE. EXCEPT FOR WILLFUL MISCONDUCT AND INDEMNITY OBLIGATIONS, NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT, PUNITIVE, OR SPECIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, LOSS OR CORRUPTION OF DATA OR FOR ANY LOSS OR INTERRUPTION TO SPONSOR'S BUSINESS), REGARDLESS OF FORM OF ACTION, WHETHER IN CONTRACT, IN TORT OR UNDER QUASI-CONTRACTUAL THEORY OF LIABILITY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

10. Neither party is liable for failure or delay resulting from a condition beyond the reasonable control of a party, including, but not limited to, acts of God, government, terrorism, natural disasters, and labor conditions.

11. Sponsor shall indemnify, defend and hold AAFP and its officers, employees, members, and customers harmless against any third-party claim or liability arising out of (a) any portion of the Content provided by Sponsor and/or the content of Sponsor's advertisement, (b) Sponsor's violation of federal, state, local or any other laws or regulations or applicable industry codes; and (c) Sponsor's breach of these terms and conditions. AAFP will indemnify, defend and hold Sponsor and MBRF and their officers, employees, members, and

customers harmless against any third-party claim or liability arising out of (a) any portion of the Work Product or Intellectual Property, (b) AAFP's violation of federal, state, local or any other laws or regulations or applicable industry codes; and (c) AAFP's breach of these terms and conditions.

12. These terms and conditions are governed by the laws of the State of Kansas without regard to its conflicts of law provisions. If a suit or other action is brought by either party hereto in order to enforce these terms and conditions, the prevailing party shall be entitled to recover, in addition to any other relief granted, reasonable attorneys' fees and costs and expenses of investigation, arbitration and/or litigation in connection therewith. The waiver, express or implied, by either of the parties hereto of any right hereunder or any failure to perform or breach thereof by the other party shall not constitute or be deemed as a waiver of any other right hereunder by such other party. The relationship of the parties is that of independent contractors, and nothing in these terms and conditions shall be construed to constitute the parties as partners, joint venturers, principal and agent, or otherwise as participants in a joint undertaking. Sponsor shall not assign this Agreement, in whole or in part, whether by operation of law or otherwise, without the prior written consent of AAFP. This Agreement shall inure to the benefit of and be binding upon the parties and their respective successors and permitted assigns. This Agreement sets forth the entire understanding of the parties with respect to the subject matter hereof and supersedes (a) any previous understandings or agreements, written or oral, which the parties may have reached with respect to the subject matter hereof; and (b) any different or additional terms of any purchase order or other business form submitted by Sponsor. Any terms and conditions in such purchase order or other business form shall be for administrative purposes only, are void, and shall have no legal effect. These terms and conditions may be modified, supplemented, or amended only in a written instrument signed by both parties. Sponsor shall not use AAFP's name, trade name, logo or any trademark or service mark in any advertising or other communication to the public in any format without AAFP's prior express written consent in each instance.

BRG Communications

American Academy of Family Physicians

Signature: _____

Signature: _____

Name: Shannon McDaniel

Name: Rebecca Fuller Beeler

Title: Executive VP

Title: VP, Integrated Marketing Communications

Date: _____

Date: _____



McKNIGHT BRAIN

RESEARCH FOUNDATION

Preserving memory, enhancing life

The McKnight Brain Research Foundation Announces Alice Luo Clayton, PhD, as Chief Executive Officer

April 28, 2025 -- The McKnight Brain Research Foundation (MBRF) is pleased to announce Alice Luo Clayton, PhD, as its inaugural Chief Executive Officer. Dr. Luo Clayton is a neuroscientist with more than 15 years of programmatic leadership and strategic advising experience in government and private philanthropy.

Most recently, she served as the Senior Science Advisor at the National Institutes of Health (NIH) Brain Research Through Advancing Innovative Neurotechnologies® (BRAIN) Initiative. In this role, she contributed to the overall strategy for BRAIN, a program that transformed neuroscience research in its first 10 years by investing more than \$3 billion in tools, technology and foundational knowledge to better understand the mysteries of the human brain. Previously, at the Coalition for Aligning Science, Dr. Luo Clayton spearheaded the initial strategic framework of a new initiative for the Sergey Brin Family Foundation.

Dr. Luo Clayton also served as a Senior Scientist at the Simons Foundation Autism Research Initiative (SFARI), the largest private funder of autism research in the U.S., for over a decade. During her tenure, she developed and oversaw multiple successful programs in systems, behavioral and cognitive neuroscience grant portfolios, in addition to SFARI's Bridge to Independence program.

"Dr. Luo Clayton understands the importance of studying cognitive aging and we are thrilled to welcome her as the first CEO of the McKnight Brain Research Foundation," said Michael L. Dockery, MD, Chair, McKnight Brain Research Foundation. "Her proven scientific acumen and deep expertise in multiple facets of the research ecosystem make her the perfect fit to serve as the Foundation's inaugural CEO. Dr. Luo Clayton's strategic leadership will be critical to expanding and deepening our rich 25-year history of supporting research to better understand and alleviate the effects of age-related cognitive decline and memory loss."

"Understanding cognitive aging is more relevant than ever, and this rapidly growing field is poised for breakthrough discoveries," said Dr. Luo Clayton. "I'm excited to build on MBRF's impressive history, connecting cutting-edge science with practical solutions to help people maintain their cognitive health throughout life."

With cognitive changes due to the normal aging process affecting nearly 87 percent of people age 65 and older to varying degrees, the McKnight Brain Research Foundation is the nation's only private foundation dedicated exclusively to solving the mysteries of the aging brain and helping people achieve a lifetime of cognitive health. The Foundation supports research specifically targeting cognitive aging, age-related cognitive decline and memory loss and works to educate the public on the steps that can be taken to maintain cognitive and brain health.

Dr. Luo Clayton began her research funding career as an AAAS Science & Technology Policy fellow at the National Institute of Mental Health where she focused on programmatic activities in developmental translational research and the Human Connectome Project.

Dr. Luo Clayton was trained as a systems neuroscientist, receiving her Ph.D. from the University of Pennsylvania under the mentorship of Dr. Gary Aston-Jones and completing postdoctoral training at the National Institute on Drug Abuse under the mentorship of Dr. Roy Wise. Her research focused on novel afferent circuitry to the Ventral Tegmental Area and specifying the role of these circuits in circadian rhythms, motivation, and contextual learning.

Working with the Trustees of the McKnight Brain Research Foundation, Dr. Luo Clayton will oversee all strategic planning, operations and administration of the organization's finances, marketing efforts and grants distribution.

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About the McKnight Brain Research Foundation

Founded in 1999, the McKnight Brain Research Foundation is the nation's only private foundation dedicated exclusively to solving the mysteries of the aging brain. By supporting research and investigation, the Foundation works to better understand and alleviate the effects of age-related cognitive decline and memory loss.