

Be BRIGHT

Behavioral & Biomedical Research In General Health & Thinking



- *This program can help you track your memory & thinking over time as you age!*
- *It can also help inform you of other research opportunities you might be eligible for!*



Why might you want to consider joining Be BRIGHT?

- ✓ You have a family history of dementia or have risk factors for dementia you want to address
- ✓ You are looking for a way to stay informed and help move healthy aging research forward

- ✓ Participation is so easy with just a 30-minute telephone evaluation every year that assesses your dementia risk
- ✓ Free brain health reports and VIP status for our many brain health events at your fingertips at no cost to you!
- ✓ No travel to Lexington, so you can engage from anywhere in Kentucky and our surrounding states at your leisure



What will you be asked to do if you join?

- ✓ Answer questions about your medical health, lifestyle, memory concerns, and take a brief memory test every year
- ✓ There are no other obligations, and we will protect your privacy and confidentiality completely

Your participation will make a difference!

- ✓ *We have learned that not everyone can travel to Lexington and do everything our research program asks like MRI/PET scans & autopsy/brain donation*
- ✓ *This prevents us from understanding memory & thinking changes in everyone*
- ✓ *Be BRIGHT is designed to help us make sure our research helps **ALL OF US!***



- ✓ Be BRIGHT is completely free-of-charge but you must be age 50 or older, have telephone or internet access and live within a 5-hour radius of Lexington, KY
- ✓ To get started now scan the QR Code to the left →
- ✓ Or call us now at (859) 323-5550 to learn more!

