



AUSTIN, TX November 1, 2012– The Board of Advisors of the Darrell K Royal Research Fund for Alzheimer’s Disease announce today the inaugural fundraising event for the DKR Fund.

**Ben Willie Darrell
Together Again
Present
The 4th & Goal Gala**

DKR Fund Board of Advisor member Willie Nelson will perform at the 4th & Goal Gala, Wednesday, March 27, 2013, ACL – Moody Theater.

Ben Willie Darrell will be the signature fundraising event for the AD research fund. The iconic fundraising golf and music event has, over the years, brought together Coach Darrell Royal, Willie Nelson and Ben Crenshaw to raise funds for many worthy charitable efforts. For the March 2013 event, Willie Nelson will perform for his good friend to a sell-out crowd at ACL.

Texas has 340,000 individuals with Alzheimer’s disease, the 3rd largest diagnosed population in the US. By 2020, Texas will have the 2nd largest and fastest growing Alzheimer’s disease population in the nation. This fund, in Coach Royal’s honor, will provide the national recognition and profile to a disease, which is the most dreaded and feared by the demographic over 55. With no cure in sight and no drugs available to alter the course of this disease, it is time to pick up the pace and get ahead of Alzheimer's disease. Coach Royal’s courage and tenacity will give a voice and face to a disease that has too long been hidden behind closed doors.

“We are seizing the opportunity to build an incredible legacy of lasting significance in honor of a man whose contributions to the lives of so many cannot even be measured. With your help, this research fund will take the lead and help us win the toughest race in Texas,” said Laurée Moffett who along with husband Jim Bob Moffett serves as a member of the DKR Fund Board of Advisors.

This fund will support cutting edge Alzheimer’s research and supplement the almost \$18 million the State of Texas has invested to date in Alzheimer’s research. The fund will promote collaboration between and amongst our Texas scientists and the finest geneticists, neuroscientists, physicians, biostatisticians **worldwide**.

About Ben Willie Darrell Together Again – The 4th & Goal Gala

B W D – 4th & Goal Gala proceeds will provide grant funding to medical schools and research organizations in Texas and their global partners in pursuit of treatment and a cure for Alzheimer’s disease. Additional information and sponsorship opportunities will be announced.

The Darrell K Royal Research Fund for Alzheimer’s Disease is a designated/fiscal sponsorship fund of the Dallas Foundation, a 501c3 public charity.

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DARRELL K ROYAL
R E S E A R C H F U N D
for Alzheimer's Disease

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