



The Neuroscience Institute

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***Rob Braun, Joseph Broderick & Robert Kohlhepp
to lead Sunflower Revolution IV fundraising effort
for Parkinson's disease research and wellness***

CINCINNATI, Ohio – Sunflower Revolution IV, the region's largest fundraising effort for Parkinson's disease programs, kicked off Wednesday morning at the Queen City Club with the naming of Rob Braun and Joseph Broderick, M.D., as gala co-chairs. Braun is News Anchor of Local 12 WKRC-TV; Broderick is Research Director of The Neuroscience Institute at the University of Cincinnati and University Hospital.

Robert Kohlhepp, Vice Chairman of Cintas, will chair the Corporate Steering Committee. James F. Orr, Chairman and CEO of Convergys, and his wife, Cathy, will serve as the event's honorary chairs.

The Sunflower Revolution, which has raised \$540,000 for Parkinson's disease research and wellness programs at The Neuroscience Institute since 2004, will take place September 7, 8 and 9. The event, a joint effort of the Davis Phinney Foundation, based in Boulder, Colo., and The Neuroscience Institute, includes a gala, an educational symposium, and bike rides of 100K, 40K and 10K.

Cycling legend Davis Phinney, a former Tour de France stage-winner who was diagnosed with Parkinson's disease at age 40, will headline the event for the fourth straight year. Phinney's wife, Olympic gold medalist Connie Carpenter Phinney, also will attend.

The Sunflower dinner gala and auction will take place Friday, September 7, at the Westin Hotel in downtown Cincinnati. The bike rides will take place Sunday, September 9 in Loveland, Ohio. For more information about the gala and ride, please visit www.sunflowerrev.org.

A free educational Symposium & Expo for physicians, patients, and caregivers, a project of the Mayfield Clinic and The Neuroscience Institute, will be held from 9:30 a.m. until 2:30 p.m. on Saturday, September 8, at the Westin. For reservation information, please contact Christa Meyer at cmeyer@mayfieldclinic.com or (513) 569-5251.

The Davis Phinney Foundation is dedicated to supporting research aimed at understanding, preventing, and treating Parkinson's disease. The Foundation also seeks to find ways to improve the lives of individuals challenged by the disease.

The Neuroscience Institute is a regional center of excellence that embraces nine neuroscience specialties within the University Hospital, the Health Alliance, and the UC College of Medicine. The Institute is dedicated to patient care, research, education, and the development of new medical technologies.

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