

**Subject Line Candidates:**

Could your genes help end Alzheimer's?

Be a part of cutting-edge science

Be a part of cutting-edge Alzheimer's science

New Study: Genes and Alzheimer's

Could your genes help end Alzheimer's disease? Let's find out!

A new program called [GeneMatch](#) gives you the opportunity to become a part of cutting-edge science, based in part on your genetic information. The Alzheimer's Prevention Registry [or We] created GeneMatch to connect scientists with people like you – people who are open to participating in vital Alzheimer's research.

Without study participants, we simply can't make the progress we must make in the fight against Alzheimer's. When you join GeneMatch, you'll make sure that essential research can move forward. You'll help us move closer to ending Alzheimer's.

What's involved:

- **If you're between the ages of 55 and 75, live in the United States and HAVEN'T been diagnosed with cognitive impairment, we invite you to [join GeneMatch today](#).**
- **If you're not eligible yourself, please ask friends and family to participate!** You can still support the scientists even if you can't join GeneMatch yourself. Just **forward this email** to people who might be able to take part.
- **GeneMatch will connect you with Alzheimer's research studies based on your unique genetic profile.** We'll send you simple test kit to determine which copies of a gene (known as the APOE gene) you have – all you have to do is swab your cheek and send the sample back to us in the postage-paid envelope.
- **We'll keep your information safe, secret and secure.** We'll use your genetic profile to match you with studies and email you when we have a good fit. **You will NOT learn your genetic results as a part of GeneMatch.**
- **You review your study opportunities and decide which ones to pursue.** Some of these studies might ask you to learn your genetic results, others may not. Whether you choose to participate in a study is entirely up to you.
- **[Joining GeneMatch](#) is free and easy!**

**Please help support the science.** [Join GeneMatch](#) if you are eligible. And, please forward this message to friends and family who may be interested in becoming part of the fight to end Alzheimer's.

Thank you!

Jessica Langbaum, PhD

Director, Alzheimer's Prevention Registry

Principal Scientist, Banner Alzheimer's Institute