

Dear colleague,

We are excited to invite you and your organization to join the first team competition of Stall Catchers – an online game that crowdsources real Alzheimer’s research – and increase your organization’s exposure via the accompanying media campaign and the premiere of The Crowd & The Cloud public television documentary series on April 6th.

More details below...

STALL CATCHERS

#CrushALZ
TEAM COMPETITION

6AM ET, April 6th
Create teams

10PM ET, April 6th
Competition BEGINS!

GET BUSY
Collect points & get your team to the top of that leaderboard!

9PM ET, May 6th
ANNOUNCE WINNERS!

The Crowd & The Cloud
Premier & media event

Daily leaderboards will be featured on social media, newsletters & the EyesOnALZ blog

EyesOnALZ

Media event featuring the winners

Share your competition moments with us using #CrushALZ on social media | Get in touch: info@eyesonalz.com

What is this about?

We are searching for a cure for Alzheimer’s disease and for the first time in history YOU can help hands-on. Together with collaborators at Cornell, Berkeley, and Princeton, and with support from the BrightFocus Foundation, the Human Computation Institute has created the first citizen science project to fight Alzheimer’s – EyesOnALZ. Our online game – Stall Catchers – is enlisting the help of public volunteers to speed up real scientific research for the first time.

Why are we doing this?

Our biomedical collaborators at Cornell have recently made groundbreaking discoveries that reversed memory loss and improved other cognitive symptoms in animals with Alzheimer’s disease. But to find a treatment based on these discoveries that is safe for humans could take decades for researchers to do alone.

Today we have 3,000 people playing the Stall Catchers game. If we could turn that number into 30,000, we could speed up Cornell’s research by a factor of ten! **With the help of volunteers we could find an Alzheimer’s treatment in just a few years.**

How can YOU help?

Our project – EyesOnALZ – is about to run its first Stall Catchers team competition and YOU can be part of it. The month-long competition will kick off on April 6th, immediately following the National Public Television premiere of *The Crowd & The Cloud* (crowdandcloud.org). This new mini-series about citizen science features EyesOnALZ & Stall Catchers in its first episode, and was created by one of the producers of the original COSMOS series with Carl Sagan!

We invite YOU and your organization to create a team on Stall Catchers, play the game and compete for one month with other organizations that want to cure Alzheimer's!

Each member of your organization who plays the game will get points that contribute to your overall team score, and elevate you on the world-wide leaderboard. The leaderboards will be publicized daily, with the most active team profiles and interviews with players featured on our blog!

What's in it for you?

All teams participating in the Stall Catchers competition will receive **massive exposure through our social media campaign, and the media attention directed towards *The Crowd & The Cloud* series.**

More importantly – Alzheimer's affects everyone. It is as much YOUR concern as it is ours! Even if you or your loved ones never develop Alzheimer's, you certainly know someone who will. Someone is diagnosed with Alzheimer's every 66 seconds in the US alone, and it is currently the only "Top 5 Killer" without a treatment or cure. **WE can change that.**

Team registration on Stall Catchers opens 6AM ET/10AM UTC, April 6, so GET READY! The competition itself begins 10PM ET, April 6 / 2AM UTC, April 7, and runs for one month, until 9PM ET, May 6 / 1AM UTC, May 7.

NEXT STEPS:

- Go to **StallCatchers.com** and register.
- Navigate to "**Teams**" and click the "**Create a new team**" link. **REGISTRATION DOESN'T OPEN UNTIL 6AM ET/10AM UTC, April 6**
- Fill in a short team **registration form** for your organization and submit
- Grab the **invite link** and start sharing it with your colleagues!
- Your team may optionally join a League of your choice or create one, but in the end, it's the Team score that matters!

Contact support via info@eyesonalz.com if you run into any problems!

Use **#CrushALZ** to share your progress on social media!

If you can think of someone else who might like to see this invitation, please feel free to pass it along. The more “Catchers” we can get on board, the faster research toward a cure!

Hope you can join us in the **revolution happening in science!**

All the best,
The EyesOnALZ team