



DARRELL K ROYAL
RESEARCH FUND
for Alzheimer's Disease

Media Advisory

FOR IMMEDIATE RELEASE
April 16, 2018

***DKR FUND 4th & GOAL GALA
Featuring "Nashville in Concert" at ACL Moody Theater
Celebrates the life of legendary Coach Darrell K Royal
in support of Neuroscience Initiatives at
UTSW O'Donnell Brain Institute
and
University of Texas at Austin***

- WHAT:** The 2018 annual 4th & Goal Gala to benefit the UTSW O'Donnell Brain Institute and UT Austin neurological research in the areas of Traumatic Brain Injury (TBI), dementia, Alzheimer's disease (AD), and the **DKR Fund Edith T. Royal Caregiver Endowment for Family Support and Education**. This statewide event is a proven, integral part of the fundraising efforts for neurodegenerative research at Texas research institutions. The coveted celebration brings admirers of the late Coach Darrell K Royal and friends of the University of Texas institutions together in Austin to raise research dollars for medical research.
- WHO:** Co-Chaired by Mrs. Edith Royal, Frank Denius, Georgeann and Bill McRaven, Sammye and Mike Myers, Ashley and Rad Weaver, Julie and Ben Crenshaw and Ava and Steve Late; the evening will showcase "Nashville in Concert" featuring the sensational cast of the hit TV show *Nashville* including Charles Esten "Deacon," Chris Carmack "Will," and Jonathan Jackson "Avery." Partygoers will enjoy a memorable evening with Texas luminaries, celebrities and football greats at a Texas casual cocktail and dinner party and charity auction of one-of-a-kind items.
- WHEN:** Friday, September 21, 2018, 6:30 PM on the eve of the Texas vs. TCU football game at DKR Memorial Football Stadium
- WHERE:** Austin City Limits – Moody Theater
- WHY:** Advancing brain health is one of the most important initiatives occurring across the UT System. The DKR Fund serves to help fund this important work. Proceeds will provide grant funding to UT medical schools and their global partners in pursuit of treatment and a cure for TBI, AD and related disorders. "We are seizing the opportunity to build an incredible legacy of research excellence by honoring a man whose contributions to the lives of so many cannot even be measured," said Ben Crenshaw, Vice Chairman of the DKR Fund Board of Directors.

FOR SPONSORSHIP INFORMATION OR TABLE SALES, PLEASE CONTACT DEBBIE HANNA AT 512-461-8185 OR DHANNA@TXALZ.ORG.

MEDIA CONTACT SUZANNE HOFMANN ERICKSON, SHE-SHE MEDIA, 512-751-7235 OR SUZANNE@SHESHEMEDIA.COM.

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