



Dear Donna,

Greetings from Project Talent—we are delighted to be in touch! As you know, you and your classmates from *Lincoln High School* took part in this landmark longitudinal study back in 1960. You signed up on our Project Talent website some time ago and indicated your interest in being involved in the study. I am writing to you now to ask for your assistance.

Over the next few months, Project Talent will roll out its latest follow-up study, which will include students from the classes of 1960-1963 from *Lincoln High School*. Those selected to take part will receive their questionnaires in the mail over the next week. **The success of this study depends on you and your classmates.-While you may or may not have been randomly selected to take part in the new follow-up, we would like to ask for your assistance in ensuring your classmates and the community in which you grew up are well-represented in the study.**

**Project Talent is playing a major role in trying to understand the causes and impact of Alzheimer's and dementia on American lives.**

### **What's it all about?**

People in the United States are living longer than ever, thanks to advances in medical research and improved standards of living. However, our aging population means that the burden of Alzheimer's disease and other cognitive diseases continues to grow. Today, 5 million Americans live with Alzheimer's disease. By 2050, that number could reach 16 million—and the financial cost of caring for sufferers will balloon to \$1 trillion per year.

**The need for high quality and reliable information on our aging population is becoming more critical, and your continued participation in Project Talent is more important than ever.** The newest Project Talent follow-up study will collect information on how memory and other thinking activities changes with age, and will be combined with all the data that you have provided since entering the study in 1960. This will give researchers a unique and extremely valuable opportunity to understand the many factors that determine why some people develop dementia while others do not. Our research can lead to evidence-based policies that ensure people are living not just longer but better lives.

**If you are in touch with your high school classmates from the classes of 1960-1963, or live in the area where you went to school, we are asking for your help in spreading the word about the new Project Talent study and reminding your classmates to respond to the questionnaire. You can do this in the following ways:**

- Send an email to classmates you are in touch with (or forward this one), and remind them to respond to their Project Talent questionnaire;
- Are you a member of your school's alumni organization? Ask them to notify members from the classes of 1960-1963 about the new Project Talent study;
- Spread information about your school's participation in Project Talent and the new follow-up through community networks like churches, community groups, and local government outlets such as newsletters or social media channels;
- Follow Project Talent on Facebook (<https://www.facebook.com/projecttalent1960/>) and invite your classmates to do the same.

Your participation is keeping Project Talent at the forefront of understanding some of the most important aging-related health conditions, and in improving the lives of older adults and their families. We appreciate your efforts to continue this wonderful project! Please let me know if you have questions or would like additional information.

For updates on the Project Talent Aging Study, visit [www.projecttalent.org](http://www.projecttalent.org). Please don't hesitate to contact me with any questions.

With thanks and warm regards,

Sabine Horner  
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