

Media and publishing icons become inaugural members of Hope-Knot 100 Club at Toronto fundraiser supporting research into women's aging brain health, dementia and Alzheimer's disease

TORONTO, Sept. 10, 2013 /CNW/ - Huffington Post founder Arianna Huffington and Indigo Books & Music CEO Heather Reisman are the first two women to be honoured by the Women's Brain Health Initiative (WBHI), a Canadian-based global foundation supporting research into brain diseases affecting women as they age.

In recognition of their commitment to raising awareness and funds for research into dementia, Alzheimer's disease and other brain ailments which disproportionately affect women, Huffington and Reisman were named the inaugural members of the Hope-Knot 100 Club by the WBHI.

"Arianna and Heather are true champions of our effort to ensure that the looming crisis in women's brain health becomes a top research priority here in Canada and around the world. We are thrilled to induct them as the first two members of the Hope-Knot 100 Club of the world's most influential women who have risen to the top of their fields thanks to their own wonderful brains - which represent exactly what the WBHI is determined to protect," said WBHI Founder and President Lynn Posluns.

In recognition of their efforts, Huffington and Reisman became the first to receive the limited edition Hope-Knot icon, presented by WBHI Chair and head of Twitter Canada, Kirstine Stewart tonight

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fundraising event which has raised approximately half of a million dollars to-date for research into women's brain ailments. The unique piece was designed by the WBHI and renowned Canadian jeweler Mark Lash

"The Hope-Knot symbolizes both the human brain and the invaluable intelligence and insight women provide every single day, whether it is to family, business, academia, the arts and to society in general," said Stewart.

Through the Hope-Knot and its other initiatives, the WBHI is creating awareness and concern over the unchecked growth of brain diseases in women:

- Women are twice as likely as men to be affected by brain disease as they age;
- Almost 70 per cent of new Alzheimer's sufferers will be women;
- Worldwide there are more than 35 million women living with dementia, a number expected to triple by 2050.

The next 10 women to be inducted into the Hope-Knot 100 Club will be announced at an event in New York in 2014. The Hope-Knot can be purchased from hopeknot.myshopify.com, with proceeds going to support the WBHI.

About Women's Brain Health Initiative [The Women's Brain Health Initiative \(WBHI\)](#) is a Canadian registered charity inspired to combat women's brain aging disorders through investment in focused, innovative research at leading institutions around the world. The WBHI supports urgently needed leading-edge peer-reviewed research on women's health and brain aging, to improve diagnostic and treatment methods. Ultimately, this research will improve brain health outcomes for women throughout the world. All monies raised are managed by the WBHI in accordance with its board approved governance policies on investments and distribution of funds. WBHI is a member of the [Canadian Institutes of Health Research](#)'s [Canadian Consortium on Neurodegeneration in Aging](#) (CCNA).

SOURCE Women's Brain Health Initiative (WBHI)

Image with caption: "Huffington Post Founder Arianna Huffington, Women's Brain Health Initiative (WBHI) President
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Indigo Books
& Music CEO

Heather Reisman
and WBHI chair and Head of Twitter Canada,
Kirstine Stewart

pose after Huffington and Reisman were inducted into the Hope-Knot 100 Club. WBHI is a Canadian-based global foundation that raises awareness and funds for women's brain health. (CNW Group/Women's Brain Health Initiative (WBHI))". Image available at:

http://photos.newswire.ca/images/download/20130910_C6044_PHOTO_EN_30669.jpg