

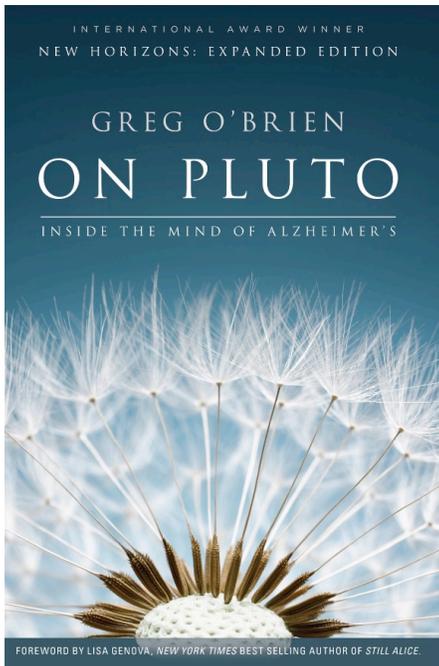
# **PRAISE FOR ON PLUTO**

*“Told with extraordinary vulnerability grace, humor and profound insight...If you’re trying to understand what it feels like to live with Alzheimer’s...then you need to read this book.”*

—**Lisa Genova**, *New York Times* best-selling author, *Still Alice*

*“A more eloquent, witty, and honest spokesperson, this horrible disease will never see. Greg O’Brien is my hero, and will soon be yours after reading his groundbreaking book!”*

—**Dr. Rudy Tanzi**, vice-chair of Neurology and Director of Genetics at Massachusetts General Hospital, Professor of Neurology at Harvard Medical School, Alzheimer’s world expert



*“A brilliant journalist, Greg O’Brien has bravely chosen to live his life out of the shadows and in the spotlight. To say Greg is a writer is like saying Fred Astaire did a two-step or that Thomas Edison was a tinkerer.”*

—**George Vradenburg**, co-founder, UsAgainstAlzheimer’s

*“You have never read a book quite like it, and probably never will again.”*

—**William Martin**, *New York Times* bestselling author. *Cape Cod, Back Bay, The Lincoln Letter*

*“Alzheimer’s messed with the wrong man.”*

**David Shenk**, *New York Times* best-selling author of *The Forgetting*

**New Horizons, Expanded Edition**

## ***On Pluto: Inside the Mind of Alzheimer’s***

*By Greg O’Brien*

A sea of spring dandelions outside the barn on Outer Cape Cod is leaning toward the bay, a wave of yellow, an image that captures imagination. The dandelion, a French derivative for “*dent de lion*” (the tooth of a lion), with its sharp, yellow leaves, is born as a flower, becomes a weed, then dies slowly from the head down; its white seeds, gentle blow balls, genetically identical to the parent plant, drift away to pollinate the earth.

And so it is with Alzheimer’s and other variants of dementia.

What’s it like to lose your mind, to see slices of one’s identity slowly drifting like blow balls? Veteran journalist Greg O’Brien likens the journey in this expanded edition of **ON PLUTO: INSIDE THE MIND OF ALZHEIMERS**—with 12 new chapters—to a flyby of the dwarf planet Pluto, as seen through the lens of NASA’s intrepid spacecraft *New Horizons*.

Drawing on cognitive reserve, O’Brien—who has served on the national Alzheimer’s Association Early Onset Advisory

Group, is a patient advocate for the Cure Alzheimer's Fund of Boston, and is a board member of the distinguished UsAgainstAlzheimers in Washington, D.C.—writes eloquently in this updated edition, an illuminating, naked and honest account of living with Alzheimer's. The dying part, he writes, comes later. **ON PLUTO**, an international award winner when initially published in 2014, is the first book written by an investigative reporter, embedded inside the mind of Alzheimer's, chronicling the unbroken progression of his own disease. This updated edition explores, in real time, a sequence of ongoing progressions, the penetrating narratives of others nationwide in this disease, the counsel of world experts, and first-person reflections from family and caregivers about the hope of living with Alzheimer's, the struggles of the journey, and the peace of unconditional love. Alzheimer's, indeed, is a disease of the family. This updated edition of **ON PLUTO** breaks new ground in this journey, and offers an innovative resource guide in an epilogue.

O'Brien would know. Alzheimer's stole his maternal grandfather, his mother, and his paternal uncle. And before his father's death, he, too, was diagnosed with dementia. Now the disease has come for O'Brien, diagnosed with Early Onset Alzheimer's after the onset of vile symptoms and two traumatic, almost life-ending, head traumas that, doctors say, unmasked a disease in the making. He also carries the Alzheimer's marker gene, APOE4.

The Pluto allegory, O'Brien writes, is a metaphor for the penetrating the isolation of Alzheimer's—the numbing memory loss, the chilling hallucinations, loss of self, the piercing rage, loss of judgment, inability to problem solve, withdrawal from family, friends and social activities, inability to process noise, loss of filter, and changes in personality and mood. Poised to become a statistic himself, O'Brien writes as a seasoned journalist from the heart, offering a stunning blueprint, in this expanded edition, for generations to come. He served on a team that just won an international XPRIZE award for more Alzheimer's research for better early detection and for a cure.

The initial On Pluto edition was winner of the 2015 Beverly Hills International Book Award for Medicine, the 2015 International Book Award for Health, and was an Eric Hoffer International Book Award finalist, as well as a finalist for USA Best Book Awards. O'Brien also is the subject of the short film, "A Place Called Pluto," directed by award-winning filmmaker Steve James, online at [livingwithalz.org](http://livingwithalz.org). NPR's "All Things Considered" has run a series about O'Brien's journey, and PBS/NOVA followed the Pluto journey in its groundbreaking Alzheimer's documentary, *Can Alzheimer's Be Stopped*, among other regional and national media interviews O'Brien has served on the Alzheimer's Association Advisory Group for Early Onset Alzheimer's, is a patient advocate for the Cure Alzheimer's Fund of Boston, and is a board member of the distinguished Washington, DC based UsAgainstAlzheimer's.

**GREG O'BRIEN** has more than 35 years of newspaper and magazine experience as a writer, editor, investigative reporter, and publisher. Over the years, he has contributed to the *Huffington Post*, *Psychology Today*, *Washington Post*, *Chicago Tribune*, *Runner's World*, *Time*, *Denver Post*, *Associated Press*, *UPI*, *USA Today*, *The Arizona Republic*, *Boston Herald American*, *Boston Metro*, *New York Metro*, *Philadelphia Metro*, the *Providence Journal*, *Cape Cod Times*, *Boston Irish Reporter*, and *Boston Magazine*, where he was a senior writer. The author/editor of several books, O'Brien has published 17 books by other writers, and was a founding managing director of Community Newspaper Company, initially headquartered in Boston. He is president of Stony Brook Group, a political and communications strategy company, and lives in West Brewster on Cape Cod with his wife, Mary Catherine. The couple has three children: Brendan, Colleen, and Conor, and one grandchild, Adeline Mae Everett.