

REMEMBERING RITA

photos: Rob Rich

Strong, Stunning and Statuesque. The red haired beauty, Rita Hayworth not only possessed outer beauty - she possessed strength of character as well.

Born Margarita Carmen Cansino in Brooklyn, 1918, the renowned Rita was the child of talented parents. Her father was a Spanish dancer - her mother an Irish Ziegfeld girl. Rita joined her father's act and was discovered by FOX Studios. They cast her in several films such as "Under the Pampas Moon," "Dante's Inferno," and "Human Cargo." Her best known film was "Gilda" which captured the imagination and souls of fans worldwide.

In 1949, Rita wed Prince Aly Khan. To her great joy, they had a daughter whom they named Yasmin. Motherhood brought Rita a happiness and fulfillment that she had never known before. In the words of her daughter Princess Yasmin AgaKhan she says "My mother had a totally different persona as a mom than her screen persona. She was a real homebody, loved spending time at home with her kids: she was very athletic - really enjoyed golf. It was all about the things she loved, not about the roles she played in movies."

Towards the end of her life Rita Hayworth's greatest challenge of all was her struggle with Alzheimer's. She unfortunately did not win the battle. Thanks to the tireless efforts of her beloved daughter Princess Yasmin Aga Khan and the Alzheimer Association Rita Hayworth's legacy lives on. The Alzheimer Association has raised millions of dollars to advance research to develop better ways to diagnose, treat and perhaps one day put an end to this deadly disease.

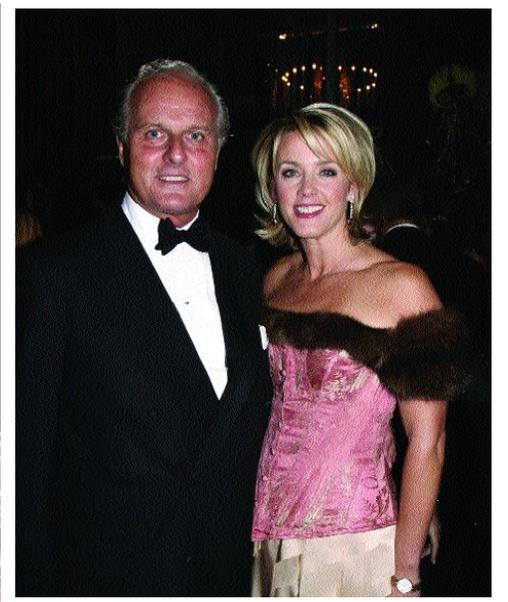
With the continuing spirit of caring and determination one day we will live in a world without Alzheimer.

Alzheimer Association
919 North Michigan Avenue (suite 1000)
Chicago, IL 60611

800.272.3900
www.alz.org



Princess Yasmin Aga Khan and Donna Dixon Aykroyd



Carl Wellner and Deborah Norville



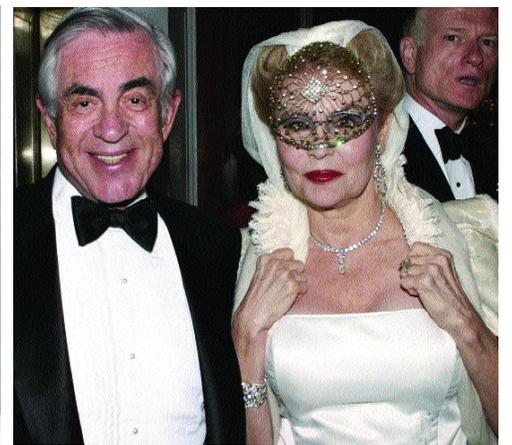
Robert Kennedy Jr., Michael Budman and Dan Aykroyd



John Loeb, Sharon Handler, Francine LeFrak and Rick Friedberg



Heleni Benhamiev, Denice Rich, Lucia Huong, Dennis Baso, Nurit Haase, Denise Wohl and Andrea Stark



Martin Bregman and Cornelia Sharpe Bregman

