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Home Care Assistance Waterloo to Sponsor the 5th Annual Alzheimer Awareness Event

In line with their mission to change the way the world ages, Home Care Assistance Waterloo will sponsor the 5th Annual Alzheimer Awareness Event held by Murray Alzheimer Research and Education Program (MAREP), University of Waterloo

(Kitchener, Ontario – January 26, 2015) [Home Care Assistance Waterloo](#), the trusted provider of in-home care for seniors, is sponsoring the upcoming 5th Annual Alzheimer Awareness Event. The event, *I've Got the Music in Me - The Power of Music for People Living with Memory Loss and Dementia*, will be held on Thursday, January 28th from 11:30 AM to 2:30 PM. This event will feature a panel including individuals who will talk about how music has impacted their lives, keynote speaker Bev Foster from Room 217 Foundation and musical guest Michel Allard who will debut a new song written in partnership with the members of Memory Boosters. To conclude the event, the recipient of the "Partnership in Dementia Award 2015" will be announced and presented with a plaque to recognize their valuable contributions to MAREP. The event is complimentary and open to anyone who wishes to attend. Over the years, it has been attended by people living with dementia, family care partners, community members, and professionals—all with an interest in improving quality of life for people living with dementia.

"We are excited to partner with MAREP and sponsor the 5th Annual Alzheimer Awareness Event," said Angie Kunnath, Owner of Home Care Assistance Waterloo & Wellington. "Our common objective is to raise awareness around the support system that exists for people with dementia. Home Care Assistance's mission is to change the way the world ages through innovative offerings such as proprietary Balance Care Method™, which is based on scientifically studies lifestyles of the longest living people on Earth, and our Cognitive Therapeutics Method™, a research based activities program to promote brain health."

The global number of people living with dementia will increase to an estimated 75.6 million in 2030, and will almost triple by 2050 to 135.5 million.¹ There are currently over 700,000 Canadians living with Alzheimer's disease and other dementias, which is 14.9% of Canadians 65 and older.² Currently there is no cure for the disease but treatments for symptoms and interventions to slow disease progression are available, improving quality of life for Alzheimer's or dementia sufferers, as well as their caregivers.

To this end, Home Care Assistance developed the [Cognitive Therapeutics Method™](#), a cognitive stimulation program that uses fun yet effective activities to promote brain health. The program focuses on cognitive activities that target the five primary cognitive domains as well as coping strategies, sensory

engagement, social skills, recreation, exercise and diet to enhance quality of life. Home Care Assistance caregivers are trained in the Method so that clients receive one-on-one mental stimulation as well as support with basic care and activities of daily living.

“The purpose of our Annual Alzheimer Awareness Event is to provide an opportunity for members of our community to come together, share their experiences and learn about Alzheimer’s disease and other dementias from one another,” said Lisa Loiselle, Associate Director of Research, MAREP, University of Waterloo. “By raising awareness and educating our community around this disease, we can help to reduce the stigma around dementia and show that it is possible to live well with cognitive decline.”

For more information about Home Care Assistance Waterloo, visit www.HomeCareAssistanceWaterloo.ca or call 519-590-2792 to speak with a care manager. The office is located at 324 Highland Rd W, Unit 12A in Kitchener, Ontario.

ABOUT HOME CARE ASSISTANCE

Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, the responsiveness of our staff and our expertise in Live-In care. We embrace a positive, balanced approach to aging centered on the evolving needs of older adults. A 2016 Inc. 5000 and Franchise500® Company, Home Care Assistance has received numerous industry awards including *Entrepreneur’s* Fastest-Growing Franchises and *Franchise Business Review’s* Top 50. For more information about Home Care Assistance, our services and franchise opportunities, visit homecareassistance.com or franchise.homecareassistance.com.

References:

- 1 Dementia Fact Sheet (March 2015), World Health Organization, <http://www.who.int/mediacentre/factsheets/fs362/en/>
- 2 A new way of looking at the impact of dementia in Canada. Alzheimer Society, 2012