

SOCIÉTÉ ALZHEIMER SOCIETY SUDBURY-MANITOULIN :

SPONSOR A SENIOR: **MEDIA RELEASE**

June 29, 2010

It's amazing what good, homemade food, a sunny atmosphere, and a safe affectionate respectful environment can do for any of us. Just imagine then, how important these things are for people who are living with dementia. The Société Alzheimer Society Sudbury-Manitoulin provides this atmosphere on a daily basis to people with Alzheimer's disease or a related dementia. So to enable more people living with dementia, to take advantage of our Adult Day Program, we are launching our new Sponsor a Senior program.

We are honoured to announce the Elizabeth Fry Chapter IODE of Sudbury, and United Steelworkers Local 6500 are kicking off this campaign as our founding sponsors.

You can take a virtual tour of our facility, and also see the video of our Adult Day Program in action, on our website, www.alzheimersudbury.ca.

Our Adult Day Program

The Day Program enables people with Alzheimer's disease or a related dementia, to maintain their mental and physical abilities as long as possible. It also provides much needed respite for family caregivers, who are often looking after a loved one twenty-four hours a day, seven days a week. The Day program includes a wide variety of mental and physical activities in each day. There are exercise bikes, a pool table, a craft room, and a physical activities room. There is also a quiet room for those who need to rest. Our in-house chef provides a hot homemade meal at noon. Our professional staff members attend to the individual needs of each client.

Cost Per Day: The cost per day, per client is \$17.00

Benefit for Clients:

Many clients say the days they spend at the Day Program are the highlight of their week. The friends they make, and the activities in which they take part give them comfort and enjoyment, and can often slow down the advancement of the dementia. Study after study has shown the benefits of regular physical and mental and social activities in maintaining overall health, and a positive attitude.

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Benefit for Family Caregivers

Many family caregivers are near exhaustion with the constant demands, day and night, of taking care of a loved one with dementia. While their loved one is in the Adult Day Program, they can recharge their batteries. They get a much-needed mental and physical break. They often take advantage of the many support groups and learning workshops we offer at our centre. Our centre helps to prevent family caregiver depression and burnout.

Sponsor a Senior: Help an Entire Family: Your Chance to Make a Difference:

Many people with dementia are seniors, living on a fixed income. Three quarters of those in Canada with Alzheimer's disease or a related dementia are women. Some do not have the benefit of a regular pension plan. They find it difficult to pay for the daily fee, and any transportation costs that might be involved in attending our Adult Day Program. Your sponsorship could enable many more seniors to attend.

The cost to sponsor one senior, for one day a week, for 50 weeks would be \$850.00. The donation would be eligible for a tax-deductible receipt.

Statistics show that for every person living with dementia, 8 to 12 others are directly affected: spouses, children, parents, employers.

Every senior sponsored, actually supports 8 to 12 other people in our community

Benefit for the Community:

Our Adult Day Centre is part of the solution to the overcrowding in nursing homes and hospitals. We help people live longer where they want to be, at home with their families in the community. By providing families with this respite, we help prevent family caregiver burnout.

The Société Alzheimer Society Sudbury-Manitoulin is asking organizations, businesses and individuals to step up, and Sponsor a Senior. Every sponsorship opens doors for many people with dementia who might not otherwise be able to afford the support they need. Donations can be eligible for a tax-deductible receipt.

For more information about Sponsor A Senior, contact

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