

WORKMEN'S CIRCLE MULTICARE CENTER MUSIC & MEMORY PROGRAM

3155 Grace Avenue, Bronx, NY 10469



WORKMEN'S CIRCLE IS TAKING THE FIRST STEPS IN INTRODUCING THE MUSIC & MEMORY PROGRAM TO ENHANCE THE LIVES OF OUR RESIDENTS THROUGH AN IPOD BASED PERSONALIZED MUSIC PROGRAM.

Music & Memory is all about bringing joy into the lives of people suffering from Alzheimer's, other forms of dementia and a wide range of cognitive and physical impairments. The program trains professionals in nursing homes to set up personalized music playlists on iPods. These musical favorites tap deep memories not lost to dementia and can reawaken residents, enabling them to feel like themselves again, converse, socialize and stay present.

Some of the benefits of the program include:

- Those who don't talk much are more verbal.
- Those who have been physically inactive move around more.
- Those who have been depressed are happier.

Studies have shown that listening to pleasurable music can help reduce pain and often results in decreases in agitation, anxiety, sleeplessness and depression. It has proven very beneficial for those with Alzheimer's Disease as familiar music will spark memories and regular users are more alert, engaged and conversant.

To make our program a success we ask that you donate new or gently used iPods. We are most interested in collecting iPod Shuffles but any well care for iPod will be greatly appreciated. We will also accept monetary donations or donations of iTunes gift cards that can be used to help create this program.

Donations will be accepted by Roxana Virella, Director of Therapeutic Recreation and Cara Levine, Asst. Administrator.

All donations will be used for the benefit of our residents! Thank you in advance for your support and generosity!

FOR MORE INFORMATION PLEASE CALL 718-379-8100 EXT. 630, 470 OR 441