

SOCIÉTÉ ALZHEIMER SOCIETY SUDBURY-MANITOULIN

SPONSOR A SENIOR: INTRODUCTION OF INAUGURAL SPONSORS
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June 29th, Sudbury, Ontario: The Société Alzheimer Society Sudbury-Manitoulin is pleased to announce the launch of its new fundraising initiative.

The Society is inviting organizations, businesses and individuals to **Sponsor a Senior.**

Many people with Alzheimer's disease or a related dementia live on small fixed incomes. Often it's a financial stretch for them to afford the Adult Day Centre fee, along with transportation costs to and from the facility.

Community sponsors can help defer these costs for clients most in need.

Sponsorships are available in increments of six months.

The cost of sponsoring one person with dementia, to attend the Adult Day Center for one day a week for one year is \$850.00

Through our Adult Day Centre, we help those with Alzheimer's disease and related dementias keep their mental and physical abilities as long as possible. And, people who attend our Adult Day Centre, often live longer in their own homes, and with their families than might otherwise be expected. In this way, the Adult Day Centre helps relieve the pressure on nursing home and ALC (alternative level of care) hospital beds.

The Société Alzheimer Society Sudbury-Manitoulin is proud to introduce the founding sponsors of our new program: the Elizabeth Fry Chapter IODE Sudbury, and United Steelworkers Local 6500.

The president of the Elizabeth Fry Chapter IODE Sudbury, is Lynne Scarsellone. She says "Sponsoring a senior fits right in with our commitment to enhancing the quality of life for individuals through education support, community service and citizenship programs".

John Fera is president of United Steelworkers Local 6500.

He says "Our members are proud to honour these seniors. Many have worked hard to make Sudbury a good place to live. Now it's our turn to offer support and comfort to these seniors and their families."

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The Adult Day Centre provides a friendly, safe, fun and supportive atmosphere for those with Alzheimer's or a related dementia. Clients arrive in the morning, to a day of structured activities. They take part to the degree they are comfortable. The activities are designed to help them maintain their mental and physical abilities as long as possible. Everything from art to gentle physical exercise to crossword puzzles and dancing is regularly scheduled. There is a hot, homemade meal at lunch every day. The Day Centre is staffed with professionals in the field of dementia and geriatric nursing. By providing a safe stimulating and comfortable atmosphere for the clients, the Adult Day Centre is also providing respite for their family caregivers. They get a break from the demands of 24/7 care giving.

Patricia Montpetit, the Executive Director of the Société Alzheimer Society Sudbury-Manitoulin says she is excited about the Sponsor a Senior program. "I often hear people ask 'how can I make a difference?' Sponsoring someone with Alzheimer's disease can make a real difference in their quality of life. A sponsorship also helps give their family caregivers some respite". Montpetit points out that last year alone, 377 new Alzheimer clients registered with the Sudbury Society. Recent statistics indicate about 3,000 people in the Sudbury-Manitoulin area are living with Alzheimer's disease or a related dementia.

For more information on how to Sponsor a Senior:
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