

Revera's biggest-ever fundraising drive gives more than \$100,000 to Alzheimer's disease education and community support

250 Revera sites held *Celebrating Memories* events in recognition of World Alzheimer's Day

MISSISSAUGA, ON – December 17, 2012 – As an extension of the company's commitment to helping seniors live their lives to the fullest, Revera, a leader in seniors' accommodation, care and services recently held its biggest fundraising drive in its 50-year history. Through *Celebrating Memories* events held at each of the company's 250 sites across Canada and the U.S., Revera raised more than \$100,000 for Alzheimer's disease education and community support.

The company kicked off the fundraising drive in September in recognition of World Alzheimer's Day. Funds raised at individual sites were directed to the local chapters of either the Alzheimer Society or the Alzheimer Association in the United States. Funds raised at Revera's corporate sites were directed to national education and program initiatives.

"Giving back to the communities in which we live and work has always been important at Revera," says Jeff Lozon, President and CEO, Revera Inc. "This year, through *Celebrating Memories*, we harnessed the power of our collective efforts and are very proud of the contribution we have made to this important cause."

According to the Alzheimer Society of Canada the number of Canadians living with cognitive impairment, including dementia, now stands at 747,000 and will double to 1.4 million by 2031.

"We thank Revera for their initiative to raise much needed funds to support those living with Alzheimer's disease," says Andrea Grimm, Chief Development Officer, Alzheimer Society of Canada. "These funds will help strengthen the education and support services being offered in communities right across the country. We look forward to our continued relationship with Revera in the fight against this disease."



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Revera: 50 years of experience
with over 250 locations.



About Revera Giving:

The *Celebrating Memories* fund raising drive has been a key part of Revera's community involvement program, *Revera Giving*. Every contribution the company makes – whether it be to shine a light on and reduce ageism, support the work of key community partners, or recognize employee volunteerism – is an expression of the company's commitment to honouring the ageless spirit of people and to helping build stronger communities.

About the Alzheimer Society:

The Alzheimer Society is the leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in more than 150 communities across Canada, the Society offers Help for Today through programs and services for people living with dementia and *Hope for Tomorrow...®* by funding research to find the cause and the cure. Visit www.alzheimer.ca.

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About Revera Inc.

Revera is a leading provider of seniors' accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our nearly 30,000 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With 250 sites across Canada and parts of the U.S., we work to enhance lives in our retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com or find us on Facebook and Twitter.



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