

Revera Holds Second-Annual Company-Wide Fundraiser to Mark World Alzheimer's Day

Celebrating Memories events taking place at Revera's 240 locations

MISSISSAUGA, Canada, September 20, 2013 – For the second straight year, Revera, a leader in seniors' accommodation, care and services, is *Celebrating Memories* with a company-wide fundraising drive in support of Alzheimer Societies in Canada and the American Alzheimer's Association. The drive is being held once again in honour of World Alzheimer's Day, recognized globally on September 21st, 2013.

Through last year's *Celebrating Memories* events, Revera raised \$100,000 for Alzheimer's disease education and community support. *Celebrating Memories* is an important part of **Revera Giving** – the company's community involvement program that gives back through supporting fund-raising, employee volunteerism and advancing the social cause of fighting ageism. All proceeds raised through *Celebrating Memories* will be directed to local chapters of the Alzheimer Society or Association, with corporate donations directed to the national offices.

"We are proud to support the important work of the Alzheimer Society and the American Alzheimer's Association through *Celebrating Memories*," said Jeff Lozon, President and CEO, Revera Inc. "We have the privilege of serving many individuals living with Alzheimer's, and know that every contribution made to these leading organizations is meaningful."

According to the Alzheimer Society of Canada, 747,000 Canadians are living with Alzheimer's disease or dementia and that number will double to 1.4 million by 2031. Today we spend \$33 billion per year on dementia, and by 2040, this figure will skyrocket to \$293 billion per year.

"Today, more than ever before, we need to work together to find ways to better understand this disease and how to prevent and treat it," says Mimi Lowi-Young, Chief Executive Officer, Alzheimer Society of Canada. "We thank everyone at Revera for continuing to support the fight against Alzheimer's disease through their nationwide fundraising efforts. Every contribution makes a difference."



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Revera: 50 years of experience
with over 250 locations.



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 more than 240 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.

About Revera Giving:

Revera is proud to contribute to the health and well-being of the communities in which it operates. Every contribution the company makes – whether to shine a light on and reduce ageism, support the work of community partners, or recognize the dedication of its employees who volunteer – is an expression of the company's commitment to honour the ageless spirit of people and help 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 communities right 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. www.alzheimer.ca.

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