

Revera Employees Raise \$174,000 to Support People Affected by Alzheimer's Disease

Celebrating Memories events held across the company for World Alzheimer's Day

MISSISSAUGA, Canada, February 12, 2015 – Revera, a leader in seniors' accommodation, care and services recently concluded its third annual fundraising drive in support of Alzheimer's disease education and research. Through Celebrating Memories events held at Revera's sites across Canada and the U.S., along with funds raised at its corporate offices, Revera contributed more than \$174,000 to Alzheimer Societies across Canada and parts of the U.S. in 2014. Now in its third year, Revera's Celebrating Memories campaign has raised more than \$400,000 to date for these important community partners.

"We're honoured to support the Alzheimer Society of Canada and the American Alzheimer's Association as they work towards finding a cure for Alzheimer's disease and other forms of dementia. Many of our employees have first-hand experience with the effects of this disease, either through a loved-one or through the care they provide to our clients and residents," said Thomas G. Wellner, President and Chief Executive Officer of Revera Inc. "I'm very proud of the hard work our teams undertook to raise funds for this important cause."

According to the Alzheimer Society of Canada, there are 747,000 Canadians living with some form of dementia today and that number will nearly double to 1.4 million in less than 20 years. For every person diagnosed, there are many more who are directly affected as caregivers.

"We're grateful for Revera's continued support. The funds raised through Revera's Celebrating Memories campaign will help Alzheimer Societies across Canada to offer programs and services to people with dementia and their caregivers" said Mimi Lowi-Young, Chief Executive Officer, Alzheimer Society of Canada. "They will also help us fund research into the causes and a cure for Alzheimer's disease and other dementias."

The Celebrating Memories fundraising drive is integral to Revera's community involvement program, Revera Giving. Every contribution the company makes – from shining a light on and reducing ageism, to supporting the work of key community partners, or recognizing employee volunteerism - is an expression of the company's commitment to honouring the ageless spirit of people and to helping build stronger communities.

About Revera

Revera is a leading provider of seniors' accommodation, care and services. Canadian owned and operated, Revera is built on a 50-year history of helping seniors live life to the fullest. With 227 sites across Canada and parts of the U.S., the Company's nearly 30,000 employees work to enhance lives in Revera's retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Revera's participation in the seniors housing market is extended through its 76 per cent interest in the Sunrise Senior Living Management Company, which manages 290 retirement communities in the U.S., the U.K. and Canada; and through its partnership with Réseau Sélection to jointly own 20 retirement communities in Quebec. Find out more at <http://www.reveraliving.com>, on [facebook.com/ReveraInc](https://www.facebook.com/ReveraInc) or on Twitter @Revera_Inc.

About the Alzheimer Society of Canada:

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, and hope for tomorrow by funding research into the cause, prevention and a cure. www.alzheimer.ca.

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