

FOR IMMEDIATE RELEASE:

Revera Provides the ‘Seal’ of Approval on a New Innovation in Dementia Care Through Unique Pilot Project *Interactive robot, PARO the Seal, aims to improve the lives of aging Canadians through animal therapy*

MISSISSAUGA, February 5, 2016 –Revera Inc. a leading owner, operator and investor in senior living, today announced the launch of an innovative new pilot project in the area of dementia care for its long term care residents. Now available in two Revera homes in Ontario is PARO the Seal, an advanced interactive robot that mimics the actions and motions of a real animal, and uses animal therapy to benefit people with dementia. The pilot project is part of the company’s commitment to bringing new innovations to the residents it serves to improve their quality of life, and is being done in partnership with the International Federation on Ageing who is loaning a seal to Revera for the pilot.

“We are committed to helping seniors live their lives to the fullest,” says Trish Barbato, Senior Vice President, Innovation and Strategic Partnerships. “And, one way we plan to do that is by piloting new products and technologies, like PARO the Seal.”

Developed by AIST, a leading Japanese industrial automation pioneer, PARO the Seal works by providing the benefits of animal therapy without needing a real animal. It has four senses – sight, sound, balance and touch – and interacts with people through baby seal-like body movements and noises.

Ultimately, PARO the Seal helps users relax while also stimulating interaction and improving socialization. It has been shown to improve the behavioral and psychological symptoms of dementia including: reduced agitation, decreased blood pressureⁱ, improved eating and increased physical activity.ⁱⁱ

“More and more we are seeing people come into our long term care homes with some form of dementia which is why implementing projects such as PARO the Seal are so important,” says Margaret deBoer, Executive Director at Pinecrest Manor in Lucknow. “It will help us better understand how to manage and treat dementia, but most importantly introducing these innovations will elevate our residents’ experience, which is our ultimate goal.”

According to the Alzheimer’s Society, almost 15 per cent of Canadians 65 and older are living with Alzheimer’s disease and other dementiasⁱⁱⁱ and this accounts for approximately 80 per cent of Revera’s

long term care residents.

PARO the Seal is one of 15 ongoing long term care projects at Revera. Residents have begun to use PARO at Pinecrest Manor in Lucknow, Ontario and Elmwood Place in London, Ontario. Depending on the results of the pilots, Revera will make PARO available to other homes across the country.

Innovation at Revera

Other initiatives Revera is working on in the area of dementia includes: Greymatters, an interactive iPad app that incorporates music, photos and games to positively affect residents with dementia, and; Music & Memory, a non-profit organization that brings music into the lives of older adults through training long term care staff to create personalized playlists that tap into deep memories not lost to dementia.

Revera's commitment to innovation is also underscored by strategic partnerships with national and international networks like Aging2.0 and AGE-WELL – both focused on finding products and services to help seniors live well and enhance their lives.

Revera has also appointed Hazel McCallion as Chief Elder Officer to consult with residents and families about their experience in senior living, in order to continue to improve its programs and services.

About Revera

Revera is a leading owner, operator and investor in the senior living sector. Through its portfolio of partnerships, Revera owns or operates more than 500 properties across Canada, the United States and the United Kingdom, serving more than 50,000 seniors. The company offers seniors' apartments, independent living, assisted living, memory care, and long term care. With approximately 45,000 employees dedicated to providing exceptional care and service, Revera is helping seniors live life to the fullest. Through [Age is More](#), Revera is committed to challenging ageism, the company's social cause of choice. Find out more at [ReveraLiving.com](#), [Facebook.com/ReveraInc](#) or on Twitter [@Revera Inc.](#)

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ⁱ <http://www.ipa-online.org/wp-pdfs/IPG%20Filan%20&%20Llewellyn.pdf>

ⁱⁱ <http://www.everydayhealth.com/alzheimers/how-animal-therapy-helps-dementia-patients.aspx>

ⁱⁱⁱ <http://www.alzheimer.ca/en/About-dementia/What-is-dementia/Dementia-numbers>



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