

## **Revera Employees *Celebrate Memories* by Raising \$177,000 for Alzheimer's Disease Education and Research**

*Fifth annual fundraising campaign brings total raised to nearly \$800,000 to date*

MISSISSAUGA, Canada, February 2, 2017 – For the fifth straight year, employees at Revera, a leading owner, operator and investor in the senior living sector, rallied around the company's *Celebrating Memories* annual national fundraising campaign, raising more than \$177,000 in support of the Alzheimer Society of Canada in 2016. These funds bring the five-year total, raised primarily through *Celebrating Memories* events at Revera's retirement communities and long term care homes across Canada, to nearly \$800,000, with funds directed to Alzheimer's disease education and research, as well as programs and services.

Part of the funds raised in 2016 also supported Revera Scholar, Stephanie Chamberlain, an Alzheimer Society of Canada Doctoral Fellow at the University of Alberta and her groundbreaking research on social isolation and its impact on the care of vulnerable seniors living with dementia.

"Every day, the people we serve who are impacted by Alzheimer's disease and other forms of dementias inspire us to support this important cause," said Thomas G. Wellner, President and Chief Executive Officer of Revera Inc. "We are proud to have a strong relationship with the Alzheimer Society of Canada, which works tirelessly to support those impacted and their families, and to drive advances through leading-edge research."

According to the Alzheimer Society of Canada, 564,000 Canadians are living with dementia today, and that number will increase to 937,000 in 15 years. Each year, 25,000 people are diagnosed with dementia, and for every person diagnosed, there are many more family members and friends that provide direct care.

"*Celebrating Memories* is a wonderful community initiative that makes a difference to so many Canadians living with dementia, their caregivers and families. We are grateful for Revera's on-going commitment in helping to advance critical research and support programs and services available at Alzheimer Societies across Canada,"

says Debbie Benczkowski, Chief Operating Officer at the Alzheimer Society of Canada.

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 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.](#)

### **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 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. To learn more or find an Alzheimer Society near you, visit [www.alzheimer.ca](#)

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