

Revera Exceeds \$1 Million Fundraising Goal in Support of Alzheimer's Disease Education and Research

More than \$275,000 raised and donated in 2017

MISSISSAUGA, Canada, November 30, 2017 – Revera, a leading owner, operator and investor in the senior living sector is proud to have exceeded its \$1 million fundraising goal in support of the Alzheimer Society of Canada. This goal is the culmination of a five-year relationship between the two organizations which has seen Revera employees rallying around *Celebrating Memories*, the company's national fundraising campaign for Alzheimer's disease and other dementias.

In 2017, the organization raised and donated more than \$275,000, almost \$100,000 more than 2016. Fundraising events were held across Revera's retirement residences, Long Term Care homes, and the Support Office with funds directed to Alzheimer's disease education and research, as well as programs and services.

"In all of our residences and homes, we see the impact of this disease every day. I am inspired by our employees' compassion and dedication to make a difference for those affected by it, including their efforts to fundraise for this important cause," says Thomas Wellner, President and Chief Executive Officer of Revera.

According to the Alzheimer Society of Canada, over half a million Canadians have dementia today, and that number is expected to increase to 937,000 in less than 15 years. For every person living with dementia, there are many more family members and friends who are impacted directly.

"Thanks to Revera's *Celebrating Memories* campaign and their generous gift of a million dollars, Alzheimer Societies across the country are able to grow their programs and services to meet the increasing needs of Canadians living with Alzheimer's disease and other dementias," says Pauline Tardif, CEO at the Alzheimer Society of Canada. "We're extremely grateful for Revera's support which we know will make a lasting difference in the lives of so many individuals touched by dementia."

The *Celebrating Memories* fundraising drive is part of Revera's community involvement program, *Revera Giving*. Every contribution the company makes – from advocating against ageism, to supporting the work of key community partners, or recognizing employee volunteerism - is an expression of Revera'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.](https://Twitter.com/ReveraInc)

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 advocates for policy and health change, raises awareness and provides a host of programs and services. The Society also funds research to improve care and treatment and to find a cure. To learn more or locate an Alzheimer Society near you, visit www.alzheimer.ca

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