[LOGO][Company Information]

**FOR IMMEDIATE RELEASE:**

**Date:**

**Contact:** [Name, Phone, Email Address]

**[Organization Name] Launches MUSIC & MEMORY® Program for Alzheimer’s and Dementia Patients**

*Therapeutic Benefits of Personalized Music Improve Quality of Life for Seniors Living with Dementia and Other Types of Physical and Cognitive Limitations*

[City, State] – [Organization Name] has launched the Music & Memory program, which brings their favorite music to seniors with dementia and other types of physical and cognitive limitations to enhance their memories and enrich their lives. Grounded in research about how brains respond to music, the program offers participants the opportunity to benefit from the therapeutic potential of music to tap deep memories and reconnect with the world.

Studies show that listening to one’s favorite music helps reduce depression and anxiety, and can also moderate chronic pain. Participants are happier, more social, and receptive to care and family visits. Personalized music can also help to reduce reliance on anti-psychotic, anti-anxiety, and pain medications.

[Quote from director of Organization Name: “we’re excited about the benefits that the Music & Memory program will bring to residents in the [Organization Name] community, said xxx].

According to Mary Brinkley, Executive Director of LeadingAge in El Reno, Oklahoma: “This is a program that should be in every single long-term care community. When we know of something that can positively impact the quality of life for residents, we have an obligation to bring that to them. Music & Memory has impacted so many lives in a profound way.”

As a Music & Memory certified organization, [Organization Name] is proud to offer the power benefits of personalized music playlists as part of our continuing effort to provide the highest quality of care.

**About MUSIC & MEMORY®**

Music & Memory is a non-profit organization that helps individuals with a wide range of cognitive and physical conditions to engage with the world, ease pain, and reclaim their humanity through the use of personalized music.

By providing access and education, and by creating a network of Music & Memory certified organizations, our goal is to make the therapeutic use of personalized music a standard of care throughout the healthcare industry.

To learn more about the Music & Memory program, visit musicandmemory.org.