



Jewish Senior *Life*

services for healthy aging

FOR IMMEDIATE RELEASE

Media Inquiries: Gregg Dinino

585-246-0256

gdinino@robertscomm.com

Contact: Roberta Cappon, Marketing Manager

585-784-6368

rcappon@jewishseniorlife.org

Jewish Senior *Life* launches Rochester's first MUSIC & MEMORYSM Certified Program

*Music & MemorySM brings personalized level of music therapy into the lives
of the elderly, improving quality of life.*

Rochester, N.Y. January 21, 2015- [Jewish Senior Life](#) (JSL) has launched an exciting new evidence-based program called [Music & Memory](#). As the first certified care community in the Rochester area, Jewish Senior *Life's* team of professional caregivers will utilize best practices for providing a personalized playlist delivered on iPods and other digital devices for residents with Alzheimer's, dementia and other cognitive and physical challenges to reconnect with the world through music-triggered memories.

Music helps connect our brains to certain events in our lives. According to the Alzheimer's Association of America, music, if used appropriately, has the power to shift mood, manage stress-induced agitation, stimulate positive interactions, facilitate cognitive function and coordinate motor movements.

"Personalized play lists provides a wonderful tool for some of our residents who are unable to verbally express themselves due to their diminishing abilities," said Michael King, chief operating officer/administrator for Jewish Senior *Life*. "When the Music & Memory program was first introduced to the organization, we recognized the value in providing this service to our residents. Jewish Senior *Life* is committed to the success of the program by establishing 'memory coaches' to help identify residents who would directly benefit from the program."

The personalized music developed through the Music & Memory program can tap into emotions and special events unique to an individual that otherwise may have been lost. Music enriches the lives of residents by helping to ease incidents of depression, anxiety and challenging behaviors.

"The residents of Jewish Senior *Life* have seen remarkable success by the thought behind the Music & Memory program," said Susan Price, person-centered care manager for Jewish Senior *Life*. "All of our residents prefer different types of music for various reasons and with the help of our certified staff and family and friends, we can customize a playlist personalized just for them. For example, we had one German resident with her own iPod pre-loaded with all kinds of October Fest music. As soon as she heard the music she lit up and started singing and moving her arms."

###

Jewish Senior Life™ offers a continuum of high-quality aging services — The Summit at Brighton for independent living; Wolk Manor for assisted living; The Lodge at Wolk Manor for assisted living memory care; The Jewish Home of Rochester for long-term, transitional and memory care; and a variety of community programs and services that enable people to age and live safely, either on campus or other place that they call home. Open to people of all faiths and ethnic backgrounds, Jewish Senior Life is guided by the values of honoring family; emphasizing —aging in place; allowing people to remain in the place of their choice longer; and providing life care, eliminating worries about unforeseen medical expenses throughout the continuum of care. Jewish Senior Life is accredited by CARF-CCAC and is a member of the Senior Health Alliance of Greater Rochester; Leading Age; and Leading Age New York. www.jewishseniorlife.org.