

Music & Memory uplifts spirits of people with dementia *Rosener House is certified as a provider*

January 7, 2015 – Music is something that everyone can enjoy. Music inspires. Music is a vehicle to different places. People with Alzheimer’s disease as well as other cognitive and physical impairments are reconnecting with their lives by hearing favorite and familiar melodies which unlocks fond memories.

Music & Memory is an innovative program that lifts the spirits of the older adults by bring personalized music to them through digital technology, vastly improving their quality of life. **Rosener House in Menlo Park is the first adult day program on the San Francisco Peninsula to be certified as a Music & Memory provider.**

A model adult day program, Rosener House provides therapeutic activities to older adults facing challenges and limitations including Alzheimer’s and other dementia, early memory loss, stroke, as well as other chronic conditions. **Rosener House is a program of Peninsula Volunteers, Inc.**

The Music & Memory nonprofit organization was created following research by founder Dan Cohen, MSW, which showed that for persons with even



*The sound of personalized music brings joy to people with dementia. **Top:** Charlie laughs as he hears some of his favorite holiday music with help from Dao Do. **Bottom:** Beverly sings along to My Girl as Marjorie Quiros shows her how to use the Ipod. Both Dao and Marjorie are certified in Music & Memory training.*

severe dementia, music can tap deep emotional recall. Mr. Cohen spent two years working with adults with dementia and their caregivers.

His research is chronicled in *Alive Inside*, the stirring 2012 documentary that records the astonishing experiences of individuals around the country who have been revitalized through the simple experience of listening to music. Persons with dementia, Parkinson's and other diseases that damage brain chemistry also reconnect to the world and gain improved quality of life from listening to personal music favorites by using an Ipod. The program requires a personal music devices so that the participants are not distracted by sounds and is able to listen their personal music.

"Music has always played a big part in the Rosener House activity program. Seeing the power of personalized music in the film *Alive Inside* inspired us to add this wonderful new program, 'Music & Memory.' We look forward to further enhancing our participants' experience here at Rosener House," said Barbara Kalt, Rosener House Director.

Other therapies available at Rosener House include physical therapy, occupational therapy, an art program and many other therapeutic recreational activities for different levels of memory and physical abilities.

One of the first adult day centers in the United States, Rosener House stands out as both a respite program for caregivers and a program that offers therapies that improve the health of the participants. In 1978, this approach was radical departure from the only alternatives which were premature institutionalization or caring for the family member in home with little or no assistance.

For more information about Peninsula Volunteers, Inc., Rosener House or Music & Memory, visit www.penvol.org or call 650.322.0126.

About Peninsula Volunteers, Inc.

Peninsula Volunteers, Inc., (PVI) is a pioneer in senior services dedicated to providing services for seniors in the community. PVI started in July 1947 by a group of forward-thinking women in Menlo Park, California, who wanted to improve the quality of life for seniors in their community. Decades before others were focusing on the needs of seniors, these pioneers decided to create high quality and nurturing programs for the elderly to ensure that those citizens who helped build the community would be able to continue to live in dignity and comfort. In 1949, PVI was incorporated as a non-profit charitable organization. Today, PVI provides gerontological services to over 3,500 San Mateo County older adults and adults with disabilities, guided by the principle of serving seniors so that they may “age in place.” All Peninsula Volunteers programs offer a continuum of services to meet the varied needs of aging adults including **Meals on Wheels; Little House – The Roslyn G. Morris Activity Center; Rosener House Adult Day Services; and Peninsula Volunteer Properties, Inc.**, which provides almost 100% of the affordable senior housing in Menlo Park at Crane Place and Partridge/Kennedy Apartments.

For more information please visit our web site at www.peninsulavolunteers.org.