

Revera Holds its Biggest Company-Wide Fundraiser in Support of World Alzheimer's Day

250 Revera sites to host *Celebrating Memories* events

MISSISSAUGA, Canada, September 20, 2012 – In honour of World Alzheimer's Day, Revera, a leader in seniors' accommodation, care and services, is *Celebrating Memories* with a company-wide fundraising drive in support of the Alzheimer Society of Canada and the American Alzheimer's Association.

With more than 250 locations across Canada and parts of the US, each hosting a fundraising event entitled *Celebrating Memories*, Revera is undertaking the largest fundraising effort in the company's history. All proceeds raised will be directed to local chapters of the Alzheimer Society or Association, with corporate donations directed to the national offices.

"As a company we are committed to helping seniors live their lives to the fullest," says Jeff Lozon, President and CEO, Revera Inc. "*Celebrating Memories* is an extension of that commitment. With every one of our sites contributing to this important cause, we know we can make a significant and meaningful contribution."

According to the Alzheimer Society, more than half a million Canadians are living with dementia. Within a generation, that number will more than double to 1.1 million. The cost of dementia in Canada was about \$22 billion in 2010 (including direct health costs, opportunity costs and unpaid care); if nothing changes, that cost could reach \$153 billion a year within a generation.

"We thank Revera for supporting the hundreds of thousands of people living with Alzheimer's disease through their nationwide fundraising efforts," says Naguib Gouda, Chief Executive Officer, the Alzheimer Society of Canada. "We look forward to our continued relationship in the fight against this disease."



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Revera: 50 years of experience
with over 250 locations.



About Revera Giving:

Revera is proud to contribute to the health and well-being of the communities in which it operates. Every contribution the company makes – whether to shine a light on and reduce ageism, support the work of community partners, or recognize the dedication of its employees who volunteer – is an expression of the company’s commitment to honour the ageless spirit of people and help build stronger communities.

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 more than 150 communities across Canada, the Society offers Help for Today through programs and services for people living with dementia and *Hope for Tomorrow...®* by funding research to find the cause and the cure. Visit www.alzheimer.ca.

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About Revera Inc.

Revera is a leading provider of seniors’ accommodation, care and services; built on a 50-year history of helping seniors live life to the fullest. Our nearly 30,000 dedicated employees continually strive to serve a diverse group of clients and to offer choices to meet their individual preferences. With 250 sites across Canada and parts of the U.S., we work to enhance lives in our retirement communities, long term care homes, U.S. nursing and rehab centres and through the provision of home health services. Canadian-owned and operated, Revera serves approximately 30,000 clients every day, with the core values of respect, integrity, compassion and excellence at the heart of our business. Find out more about Revera at www.reveraliving.com.



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