

Revera Raises \$130,000 to Support Education and Support Services for Alzheimer's Disease

Celebrating Memories events held across the company for World Alzheimer's Day

MISSISSAUGA, Canada, February 21, 2014 – Revera, a leader in seniors' accommodation, care and services recently concluded its second annual fundraising drive in support of Alzheimer Societies across Canada and the American Alzheimer's Association. Through *Celebrating Memories* events held at Revera's sites across Canada and the U.S., along with funds raised at its corporate offices, Revera raised more than \$130,000 for Alzheimer's disease education and community support.

"By *Celebrating Memories* across the organization, our team once again demonstrated their passion and support for this important cause," said Jeff Lozon, President and Chief Executive Officer, Revera Inc. "Every single day, our teams spend time with people living with Alzheimer's disease and their families. The work of the Alzheimer Societies in Canada and the American Alzheimer's Association is critical, and we are proud to support them."

According to the Alzheimer Society of Canada, 747,000 Canadians are living with Alzheimer's disease and other forms of dementia, with that number increasing to 1.4 million by 2031. Caregivers already spend millions of unpaid hours per year looking after family members with dementia. By 2040, they will be devoting 1.2 billion hours per year.

"Revera's *Celebrating Memories* campaign demonstrates the power of communities coming together to make a difference in the lives of people living with Alzheimer's disease," says Mimi Lowi-Young, Chief Executive Officer, Alzheimer Society of Canada. "We're grateful for Revera's continued support. These funds help us deliver programs and service in communities across Canada where they are needed most."

The *Celebrating Memories* fundraising drive is integral to Revera's community involvement program, *Revera Giving*. Every contribution the company makes – from shining a light on and reducing ageism, to supporting the work of key community partners, or recognizing employee volunteerism - is an expression of the company's commitment to honouring the ageless spirit of people and to helping build stronger communities.

About Revera

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. With more than 227 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. Find out more about Revera at www.reveraliving.com or find us on Facebook and Twitter.



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Revera: 50 years of experience
with over 250 locations.

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 right across Canada, the Society offers help for today through our programs and services, and hope for tomorrow by funding research into the cause, prevention and a cure. www.alzheimer.ca.

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