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**"Music & Memory" Program Kick Off at Pickering Manor to help Residents Reconnect with Memories through Personalized Music**

**Newtown, PA** -- Thanks to a generous donation and the enthusiasm of Pickering Manor staff, Resident's with Dementia are finding renewed joy and pleasure in rediscovering the music that matters to them through Music & Memory - a 501c3 non-profit organization that helps provide patients with individualized iPods loaded with music playlists personalized just for them. Pickering Manor is the first Long Term Care Community in Bucks County to participate in the program and to receive a "start-up kit" of iPod Shuffles and gift cards to purchase music that is used to create playlists for residents.

Pickering Manor just launched the program in November for residents residing in their Skilled Nursing and Personal Care Units. It is led by a team of certified staff members who talk with patients and/or families to determine which musical artists, songs and genres will be most meaningful and enjoyable for the patient. Once the personalized playlist is created and downloaded onto an iPod, a Pickering Manor staff member delivers the music to the patient, listening along with him/her or leaving the iPod for him/her to use independently or with family.

The idea is simple, but the difference that Music & Memory is making in the quality of life of people with Dementia and their families, is nothing short of remarkable. According to research, the therapeutic benefits of music can provide not only comfort and enjoyment, but also reduce isolation, anxiety and agitation. Music also can help pain medication work more effectively and stimulate movement.

Pickering Manor is accepting donations of new and gently used iPods, iPod Chargers, iTunes gift cards as well as financial support. Your generous gifts are needed to continue to build and maintain the program. For information about Pickering Manor or to make a donation to the Music & Memory program, please call 215-968-3878 x1112.

For more information about Music & Memory, please visit [www.musicandmemory.org](http://www.musicandmemory.org) and [www.youtube.com](http://www.youtube.com) "Alive Inside".

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