FOR IMMEDIATE RELEASE

County launches iPod donation drive to help bring music and memories to individuals living with dementia

Midhurst/ July 20, 2016 – County of Simcoe is collecting music devices and accessories as part of an iPod donation drive to support its Music and MemorySM program being run at the County’s four long term care homes. The Music and Memory program uses music to encourage memory connections among residents living with dementia.

To assist in expanding the program to more residents living with dementia within the four long term care facilities, Simcoe County residents are encouraged to donate a new or used iPod or MP3, docking station, charging cord, or cordless mini-speaker system. The goal is to provide residents living with dementia at the County’s four long term care homes with an iPod loaded with their personal choice of music.

Dementia damages the ability to recall facts and details, however, research shows that the disease does not destroy the lasting connections between one’s favorite song, or a memory of an important event. Playing an individual’s favourite music can reconnect the past with the present. Music can calm a person, help them engage, focus, and regain a connection for those impacted by dementia, particularly when language skills are diminished. To learn more about the Music and MemorySM program, or to view testimonials, visit [www.musicandmemory.org](http://www.musicandmemory.org).

Donations are being accepted at all County of Simcoe Solid Waste Management Facilities, providing the added benefit of keeping functional music devices out of landfills.

“Kudos to our staff in solid waste management and long term care for organizing this tremendous cause,” said Warden Gerry Marshall. “Instead of throwing your working devices away, keep them out of our landfills and help bring music and memories to patients living with this tragic condition.”

Drop boxes are located at the following locations (note that new and used devices are being accepted):

- Site 2 Collingwood Landfill - 470 10th Line, Collingwood
- Site 10 Nottawasaga Landfill - 5715 County Road 64, Stayner
- Site 11 Oro Landfill - 610 Old Barrie Road West, Oro-Medonte
- Site 13 Tosorontio Landfill - 6815 Concession Road 4, Adjala Tosorontio
- Site 7 Mara Transfer Station - 5200 County Road 169, Ramara
- Site 8 Matchedash Transfer Station - 4546 Upper Big Chute Road, Severn
- Site 16 BWG Transfer Station - 2960 Line 12, Bradford
- Site 24 North Simcoe Transfer Station - 1700 Golf Link Road, Midland
The County operates four Long Term Care homes across the region: Georgian Manor in Penetanguishene; Simcoe Manor in Beeton; Trillium Manor in Orillia; and Sunset Manor in Collingwood. All four of the County of Simcoe’s Long Term Care homes have been awarded “Exemplary Standing” the highest honour from Accreditation Canada, the organization that works with health care organizations nationally to help improve quality, safety, and efficiency of facilities across Canada.

The County of Simcoe is composed of sixteen member municipalities and provides crucial public services to County residents in addition to providing paramedic and social services to the separated cities of Barrie and Orillia. Visit our website at simcoe.ca.

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