

**FOR IMMEDIATE RELEASE**

**Give your mind and body a boost!**

*Alzheimer Society introduces new fitness & social program  
for persons with dementia & their care partners*

**March 10, 2014, Thunder Bay, ON** – The Alzheimer Society of Thunder Bay is excited to announce that Minds in Motion® is coming to Thunder Bay in April of 2014.

Minds in Motion® is a community-based program that combines physical activity and mental and social stimulation for individuals living with early- to mid-stage Alzheimer's disease or other dementias, and their care partners (a spouse, family member, friend or companion). The program was developed in British Columbia (BC) and has been highly successful. Through a grant from the Ontario Brain Institute, the Alzheimer Society of Thunder Bay has been selected as one of six pilot sites for the launch of the Minds in Motion program in Ontario.

Minds in Motion is an eight week program and consists of a 45–60 minute exercise component, led by a physical activity program leader, trained specifically to deliver programming for persons with dementia. This is then followed by a 45–60 minute social component, including a variety of fun and meaningful activities, opportunity for social interaction and refreshments, facilitated by Alzheimer Society of Thunder Bay Volunteer coordinator, Carly Smith, with support from volunteers.

The first of two eight-week sessions launches on April 24, 2014. The eight sessions are taking place from 1:30 – 3:30 p.m. every Thursday at community partner and venue, the Canada Games Complex (420 Winnipeg Ave). The registration fee is only \$50 per pair for the full eight weeks.

“In addition to the immediate benefits, the Alzheimer Society hopes that by attending sessions at the Canada Games Complex, which offers a multitude of activities beyond those specifically for individuals living with dementia, participants will have the

opportunity to learn about, engage in, and benefit from a variety of other activities and expand their social networks, further contributing to long-term health and wellness.”

Findings from the BC Minds in Motion evaluation identify many benefits, including improved physical health and cognitive functioning, reduced isolation for persons with dementia, improved physical and mental health and enhanced support networks for care partners. Both groups experience a greater sense of belonging and social acceptance. These are just a few of the numerous benefits identified.

“I feel sharper, more energized,” said a care partner in one of the BC programs. “My partner does too...his attention is wandering less than earlier in the program.”

To register as a participant pair, contact the Canada Games Complex at 807-684-3311 before March 31, 2014. For further information about the program or to find out how to become involved as a volunteer, visit [alzheimer.ca/thunderbay](http://alzheimer.ca/thunderbay) or contact Carly at 807-345-9556 or [volunteer@alzheimerthunderbay.ca](mailto:volunteer@alzheimerthunderbay.ca).

#### **About Alzheimer Society of Thunder Bay**

Founded in 1986, the Alzheimer Society of Thunder Bay is a charitable organization dedicated to alleviating the personal and social consequences of Alzheimer's disease and other dementias. The Society offers support to people with Alzheimer's disease and their caregivers; provides public education; promotes awareness in the community and funds research. Over 2,600 people in the district of Thunder Bay are currently living with dementia, and this number is expected to double within a generation. The Society depends on local support and donations, as the demand for our services continues to grow.

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