

# Celebrating the power of music for people living with dementia

*Keswick resident Ryan Ainsworth is this year's  
IG Wealth Management Walk for Alzheimer's Honorary Family*

**FOR IMMEDIATE RELEASE – AURORA, ON (April 12, 2022)** – Keswick musician Ryan Ainsworth knows the power of music. He sees it every time he gets on stage and he saw it when he sat down to perform for clients at the Alzheimer Society of York Region's (AS York) Aurora and Thornhill DAY programs.

"It's a way of communicating without language," said Ainsworth about the music he performed for people living with Alzheimer's disease and other dementias. Clients would often shout out requests – everything from Elvis Presley to the Tragically Hip - sing along and get up and dance.

Ainsworth, who has been bringing joy through music for DAY program clients for more than 10 years, is this year's IG Wealth Management Walk for Alzheimer's Honorary Family.

Ryan, his wife Rebecca Fillion and their daughter Alanna, will be again participating in the walk and raising money for programs and services for York Region residents impacted by dementia, a fatal disease. Ainsworth will be walking for AS York clients and Rebecca's grandmother, living with Alzheimer's disease.

This year, AS York is asking people to walk 17,000 steps, one step for each York Region resident living with dementia, throughout the month of May. All money raised in York Region stays in York Region to provide programs and services including the DAY program, support groups and public education sessions.

Register today at <http://www.alzgiving.ca/asyork> . Send pictures throughout May to [lday@alzheimer-york.com](mailto:lday@alzheimer-york.com) to be used on social media and promotional materials. Tag AS York on social media and use the hashtag #IGWalkforAlz.

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## **About the Alzheimer Society York Region (AS York):**

The Alzheimer Society of York Region is a leader in actively supporting individuals and families living with Alzheimer's disease and other dementias. Our quality, dementia-specific DAY program services, enriched social work program and education opportunities are well respected.

### **Media contact:**

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**Interviews:**

Ryan Ainsworth is available for interviews. Jaime Cruz, public education coordinator at AS York, can speak about Alzheimer's disease and other dementias as well as the #IGWalkforAlz . Please contact Pamela Loveless to arrange an interview with both people.

**Link to Ryan's walk:**

<https://bit.ly/RyanAinsworth2022>

**Link to register for the walk:**

<http://www.alzgiving.ca/asyork>

**Links to Ryan's music:**

**This Land is Your Land:** <https://www.youtube.com/watch?v=OQxQi3Xwqkl>

**Medley:** <https://www.youtube.com/watch?v=0qaU4g4T91g>

**Ainsworth/Degradis:** <https://www.youtube.com/watch?v=RvGI7APbrf4>

**Pictures, courtesy of Ryan Ainsworth and Lisa Day, with cutline information:**

Ryan Ainsworth is this year's Honorary Family. Ainsworth, his wife Rebecca Fillion and their daughter Alanna will be walking in support of the Alzheimer Society of York Region clients as well as Rebecca's grandmother, living with dementia.

Musician Ryan Ainsworth performs in the Aurora DAY program for clients living with dementia.

Ryan Ainsworth, right, and Manny Degrandis perform at an in-person IG Wealth Management Walk for Alzheimer's event. This year's walk is again virtual.

**Longer story:**

Here is a longer story about Ainsworth as the Honorary Family. Please feel free to use it as you see fit: <https://alzheimer.ca/york/en/whats-happening/news/ryan-ainsworth-honorary-family>