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**FOR IMMEDIATE RELEASE**

**NAPA VALLEY HOSPICE & ADULT DAY SERVICES RECEIVES  
"MUSIC & MEMORY" CERTIFICATION, DEVELOPS PROGRAMMING WITH "NEW TECH" STUDENTS**

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**September 17, 2015, Napa, CA** – Napa Valley Hospice & Adult Day Services (NVHADS) is pleased to announce that it has been certified to offer the *Music & Memory* program to those with Alzheimer's or dementia. NVHADS is the first organization with this certification in Napa County, adding another cutting-edge, evidence-based therapy to the range of forward-looking programs already being offered.

Grounded in extensive neuroscience research about how our brains respond to music, tested and proven in *Music & Memory* Certified Facilities, this personalized music system has helped thousands of patients, participants, and the staff who care for them. The benefits are significant and immediate including the alleviation of depression and anxiety, increased social activity, and increased physical activity.

The program is based on the established theory that musical memory is profoundly linked to emotions. While Alzheimer's damages the ability to recall facts and details, for many patients it does not destroy these lasting connections between a favorite song and a memory of an important event.

When individuals suffering from Alzheimer's or dementia hear a melody connected with a meaningful memory, they can re-awaken. Many people who have not spoken in years find words and sing lyrics. Some may even regain their ability to converse and connect to those around them. The key is a personalized play list.

On Friday, September 18, 2015, a group of volunteer students from the New Technology High School in Napa will visit NVHADS to interview participants in the Adult Day Services program who suffer from Alzheimer's and dementia. The objective is to identify and assemble personalized playlists for each one. The students have been researching a variety of music types and styles from the 1930s so that they can more accurately create a suitable list of music. The next step will be to secure rights for the music and to load it on to digital devices such as iPods or MP3 players. Once the devices are loaded, the program will be initially rolled out to those most in need and subsequently to all patients and participants.

In Phase II, family members and care givers will be trained to use the *Music & Memory* program therapeutically and for interventions.

The *Music & Memory* program and certification was made possible by a generous grant from *Your Home Nursing Services* in Napa.

*Napa Valley Hospice & Adult Day Services ([www.nvhads.org](http://www.nvhads.org)), a non-profit organization, provides life-affirming care with remarkable compassion during life's most challenging transitions. Celebrating our 36<sup>th</sup> year, our programs have served more than 10,000 families in the Napa Valley over the past decade alone, and provide an important support service within our community.*

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