

DEMENTIA FRIENDLY SALINE+
400 W. Russell St. Saline MI 48176
dfsaline.org 703 395 3824



DEMENTIA FRIENDLY SALINE+ WINS NATIONAL AWARD

22 Jan 2024 Saline MI Contact: Jim Mangi jimmangisr@gmail.com 703 395 3824

For initiating the nation's first Dementia Friendly Movie Program, nonprofit DEMENTIA FRIENDLY SALINE+ has received one of three *Innovations In Alzheimer's Caregiving* awards by the Family Caregiver Alliance (FCA) of San Francisco. The \$20,000 awards celebrate state-of-the-art programs for persons dealing with Alzheimer's or other dementias in themselves or persons they care for. Since early 2023, in close partnership with Troy MI-based Emagine Entertainment, DEMENTIA FRIENDLY SALINE+ has offered *A Friendly Day At The Movies*, an extraordinary approach to restoring the ordinary fun of going to the movies for persons with dementia, caregivers, families and friends. The monthly movie events feature classic musicals, from *Singin in the Rain*, to *Mamma Mia*, shown with soft lighting, soft sound and no hard rules. Guests talk, sing along, clap hands, tap feet, even get up and dance in the aisles. There's free popcorn, soda and a buffet table of free fingerfood. There's goody bags, souvenir booklets, pre-movie Fun Film Facts, singalongs with on screen lyrics karaoke style. There are costume contests, door prizes even a Dancing Queen flash mob. There are trained volunteers helping guests every step of the way, from curbside reverse valet service, to special simplified ticketing, to the path of purple footprints leading to the correct theatre, to helping guests sit where they like, without negotiating any steps. And helping with bathroom breaks.

Jim Mangi, chair of DEMENTIA FRIENDLY SALINE +, and originator of the program here in the US, said, "It's sort of a party where we show a movie, and an average of 90 people enjoy it every month. We're happy we can help so many friends deal with dementia with a bit less difficulty and a bit more joy. We're grateful too for the enthusiastic cooperation of Emagine Entertainment, a corporate partner from Heaven."

According to Chelsea Harvey, the DEMENTIA FRIENDLY SALINE+ Program Manager, "Guests know they will be welcomed, they will get all the assistance they need, and they will be safe from any embarrassment because everyone else in the room is also on the dementia journey. Several have told us that coming to the movies, and even having it on the calendar to look forward to, has been a life enhancing experience. One wife said, 'I was thrilled that my husband felt visible again'."

For more information about the award, and about *A Friendly Day At The Movies*, see FCA's press release: https://www.prnewswire.com/news-releases/2023-winners-of-the-innovations-in-alzheimers-caregiving-awards-302040651.html?tc=eml_cleartime.

Persons With Dementia Are A Part Of Our Community, not Apart From It