



FOR IMMEDIATE RELEASE

April 4, 2016

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Lyngblomsten launches custom music program for older adults
Community's help is needed to collect 237 iPods during month-long donation drive in May

ST. PAUL, Minn. (April 4, 2016) — On May 1, 2016, Lyngblomsten, a St. Paul nonprofit providing healthcare, housing, and services for older adults, will launch the iPod Project for MUSIC & MEMORYSM. This is a month-long donation drive with a goal of collecting enough iPods for each of Lyngblomsten's 237 Care Center residents. With the help of many individuals, Lyngblomsten will be able to bring the healing power of personalized music on iPods to all of its residents to help them feel connected to their memories, their lives, and each other.

That's good news according to Andrea Lewandoski, Director of Arts and Lifelong Learning and co-leader of the program.

"Lyngblomsten is fortunate to have the MUSIC & MEMORYSM program," she said. "Past generations made music an integral part of their lives. It's important that we as caregivers respond to their needs and desires to continue to have music as a natural part of their daily lives."

What is MUSIC & MEMORY?

Founded in 2010, MUSIC & MEMORYSM is a nonprofit organization that helps enhance the lives of older adults in care facilities through the use of personalized music on iPods. Lyngblomsten staff completed training in October 2015 to become a MUSIC & MEMORYSM Certified Care Facility.

The program is simple. Staff learn what residents' favorite songs and styles of music are by asking the residents and their family members. Lyngblomsten volunteers load the personalized playlists onto iPods, and residents receive an iPod customized with their favorite music.

While the program may be simple, its benefits are powerful. In addition to being an enjoyable and fulfilling activity, listening to music has been shown to:

- Awaken memories from the past, leading to a more engaged life
- Reduce anxiety and agitation
- Lessen reliance on certain medications
- And enhance socialization

While originally designed for persons with Alzheimer’s disease and other forms of dementia, the program has been successfully used with older adults suffering from chronic pain, depression, and anxiety.

Why does Lyngblomsten have the program?

In other care facilities where the program has been implemented, having residents listen to their favorite music—in particular, songs associated with important personal events—has triggered memories of lyrics and of the events associated with the music. The reason why this connection exists is because the parts of the brain that respond to music are very close to the parts of the brain concerned with memory, emotion, and mood.

In addition to enhancing memories, two of the greatest benefits of listening to personalized playlists are that it enables a sense of individuality and is a valued and fulfilling activity for residents.

How can you help?

Contribute to the May iPod Donation Drive.

Here are three ways you can help bring the healing power of music to older adults during Lyngblomsten’s month-long iPod donation drive in May.

1. Donate a gently used or new iPod.
2. Donate an iTunes gift card.
3. Designate a monetary gift to MUSIC & MEMORYSM/Artful Living at www.lyngblomsten.org/donate.

There will be collection boxes on the Lyngblomsten campus (1415 Almond Avenue, St. Paul) to drop off in-kind and cash donations.

Attend the Lyngblomsten iPod Project Kick-Off Event.

Come to Lyngblomsten on **Tuesday, May 10**, to learn more about the MUSIC & MEMORYSM program and kick off the Lyngblomsten iPod Project with a special showing of the award-winning documentary “Alive Inside,” a joyous 70-minute cinematic exploration of music’s capacity to reawaken our souls. The film showing at 6:30 PM on the Lyngblomsten campus at 1415 Almond Avenue, St. Paul, is open to the community. Allow 90 minutes for the film and discussion. Admission is free. Donations of iPods and iTunes gift cards are greatly appreciated.

Have questions about the MUSIC & MEMORYSM program at Lyngblomsten?

Contact Andrea Lewandoski, Director of Lifelong Learning & the Arts, at (651) 632-5318 or alewandoski@lyngblomsten.org, or visit www.lyngblomsten.org/musicandmemory.

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Incorporated in 1906, Lyngblomsten is a Christian nonprofit organization enhancing the quality of life for older adults of all faiths and cultures through its healthcare and housing facilities as well as through its community-based outreach programs for seniors living independently. Learn more at www.lyngblomsten.org.