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## NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

### MEMORY MATTERS UTAH / NEVADA

**ST. GEORGE, UT — DECEMBER 9, 2016** — Memory Matters Utah / Nevada (*Formerly the Alzheimer's & Dementia Society*) was Founded on March 23, 2012, Memory Matters Utah / Nevada meets the growing needs of the senior population in southern Utah and Mesquite, Nevada. As a 501(C)(3) service organization in southern Utah and southeastern Nevada, Memory Matters believe in passionately empowering individuals, families and caregivers who face this journey with information, resources and guidance. Memory Matters provides patients and caregivers with local activities, support, education and consultation.

Few people have a better understanding of the challenges dementia presents than LuAnn Lundquist, who is Founder and Executive Director of Memory Matters Utah / Nevada. LuAnn is a licensed therapeutic recreation technician with a degree in social and behavioral science with over 12 years serving people with dementia and their caregivers. Before starting the nonprofit in 2012, LuAnn worked for the Alzheimer's Association, at one point as statewide education coordinator. "I got fabulous training, there," she says. When the Alzheimer's Association closed its southern Utah office, LuAnn and her husband dipped into their own savings to continue providing services to Southern Utah seniors and Memory Matters Utah / Nevada was born.

It is estimated that more than 63% of all Utah seniors live in Washington County, Utah. Most seniors are committed to living full, active lives, and giving back to their community. The growing influx of people at or near retirement age boosts the economy, generates jobs and their generous volunteerism adds depth and wisdom to inspire younger generations. With great benefits come great challenges. Unfortunately, with the natural process of aging comes illness and physical decline. According to a recent Intermountain Healthcare study, the ratio of seniors in Washington County will soon be more than one in three. "Right now, over 3,500 seniors in Washington County are suffering with dementia," LuAnn explains, "and that number is going to skyrocket as this segment of the population grows. It affects police, first responders, hospitals, local businesses...all of us on the road. Everyone is affected by these statistics."

LuAnn Lundquist, Founder and Director of Memory Matters said, "With the help of volunteers and the generous support of donors, we are able to walk alongside those who are navigating the difficult path of Alzheimer's disease, dementia and give encouragement and support to their caregivers."

### MEMORY MATTERS UTAH / NEVADA TALKING POINTS AND FACTS:

#### **MEMORY MATTERS UTAH / NEVADA MISSION...**

To reduce isolation and increase wellness for individuals with dementia and their caregivers through activities, support, education, and consultations.

#### **OUR VISION...**

Communities empowered to support individuals and families dealing with Alzheimer's and Dementia.

#### **OUR VALUES...**

We serve our community, person to person, with compassion, responsiveness, integrity and professionalism.

Continued

## **WHAT MEMORY MATTERS DOES FOR THE COMMUNITY...**

**Information and Referral:** We provide information about dementia diseases, caregiving, Memory Matters' services, programs, and local resources.

**Support Groups:** Weekly support is offered at a group meeting at our office every Wednesday at 1:00. There are additional support groups that also meet monthly in the surrounding area to provide education and emotional support to caregivers. Support groups are free and open to the public.

**Care Consultation:** This is a free, face to face consultation with caregivers and other family members to learn about coping, care options, strategies and available resources. We can help the client create a care plan for the current stage of the disease and offer continued encouragement and support as the disease progresses.

**Memory Testing Consultation:** We offer the Montreal Cognitive Assessment and consultation on the conditions that can cause dementia symptoms, yet may be reversible. The completed packet is given to you to take to your doctor for further testing.

**Outreach and Education:** Opportunities to educate, do trainings and share information are always welcome as we increase awareness of the disease and support for families and professionals dealing with the challenges of caregiving.

**Educational Resources:** We provide educational resources in our office including free brochures, books and a resource library including audio-visual materials for loan. We also provide educational programs through in-service training, health fairs, and conferences for caregivers, families and health care professionals.

**Interfaith Training Programs:** Advise and help congregations set up their own support and respite groups.

**Early Stage Memory Loss Class:** We provide a 10 week training and support course for a person dealing with early stage dementia or Alzheimer's and their caregiver.

**Memory Activity Class:** This activity-based group is currently held in the St. George Senior Center. It provides a positive social experience that improves mood for the participant.

**Wellness Calling Program:** Trained volunteers make daily calls to persons with memory loss who live alone or caregivers who have health conditions and care for a loved one with dementia. These confidential calls will offer support and assistance as pre-directed by the participants.

*Memory Matters Utah (formerly the Alzheimer's & Dementia Society) is 501(c)(3), nonprofit organization. Our mission is to reduce isolation and improve wellness for individuals with dementia and their caregivers through activities, support, education and consultation. Learn more at: [www.memorymattersutah.org](http://www.memorymattersutah.org)*

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