



***Faces of Dementia* Opening Event offers interactive experience to challenge perceptions about dementia**

MEDIA ADVISORY: September 6, 2022 —The Empowering Dementia-Friendly Communities Project is a community-based project funded by the Public Health Agency of Canada to promote the awareness and development of dementia-friendly communities in Hamilton and Haldimand County. An exciting initiative of the project is *Faces of Dementia*, an awareness campaign to highlight stories of people living with dementia and the need for community engagement and support towards creating dementia-inclusive communities.

In a series of compelling video stories, and beautiful imagery, *Faces of Dementia* is an interactive experience that has been crafted around the stories of people living with dementia and their “I AM MORE...” messages that they are MORE than their diagnosis.

All are invited to an opening event for the Faces of Dementia Galley Exhibit at Sackville Hill Seniors Centre on Monday, September 26, 2022, from 1:30pm-3:30pm. The event will include a video screening and unveiling of the interactive galley exhibit. Meet and network with members of the campaign and project team to learn more about the making of the campaign and aspirations for it. The Hamilton Council on Aging will also be publicly launching the 2022 Annual Report back to the community. Light refreshments will be provided.

The Community Exhibit will be housed at Sackville Hill Seniors Centre from September 26 until mid-November. Sackville Hill avails plenty of free parking and is accessible by public transportation (Hamilton Street Railway routes 26 and 41).

Most older adults living with dementia (61%), reside outside of long-term care homes and want to maintain their independence and engagement in community life¹. There are approximately 28,000 people in Canada living with dementia who are under the age of 65². Negative stereotypes and perceptions about dementia can have a profound impact on quality of life for individuals, families, and whole communities.

Register for the *Faces of Dementia* Gallery Exhibition Opening Ceremony at www.FacesOfDementia.ca or call 905-777-2827 ext. 12434

Accessibility accommodations and travel assistance available. To make arrangements, please contact Shelagh at shelagh@hamiltoncoa.com

Community partners, and some team members living with dementia and care partners involved in *Faces of Dementia* have agreed to be available for interviews upon request.

Contact: Jane Allison, on behalf of the Hamilton Council on Aging
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¹ <https://www.cihi.ca/en/dementia-in-canada/dementia-care-across-the-health-system/dementia-in-home-and-community-care#:~:text=Majority%20of%20seniors%20with%20dementia,term%20care%20or%20nursing%20homes&text=Among%20seniors%20with%20dementia%2C%2069,of%20long%2Dterm%20care%20homes.>

² <https://alzheimer.ca/en/about-dementia/other-types-dementia/young-onset-dementia>