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Alzheimer Society holding red carpet for fundraiser

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Music can soothe the soul and jog the mind.

The Alzheimer Society of Dufferin County will host a red-carpet event at the Orangeville Opera House Sept. 10 to raise money for the Music Therapy Program.

As part of the fundraiser, Canadian Screen Award nominated film The Cuban will be shown.

The Cuban, directed by award-winning Canadian director Sergio Navarretta, tells the story of a unique friendship between an elderly musician with dementia and his caregiver. It highlights the positive effects music can have on people living with dementia.

According to promotional material: An unexpected friendship begins between an elderly Cuban musician with dementia who is brought out of his shell by his care worker and a disillusioned young pre-med Afghan student named Mina. Through a shared loved of music, both their livesare changed.

And that's something that's true to life.

?Music has many benefits for both caregivers and those with dementia,? said Carmelina Cicuto, executive director at the local Alzheimer Society branch.

?Research suggests that musical memories are often preserved in people with Alzheimer's disease because the portions of the brain that are linked to musical memory are not affected by the disease.?

Recent studies have also found that music has the potential to increase physical and social activity, reignite older memories, improve sleep, mood, cognition, communication, and overall quality of life, she said.

The goal is to raise $20,000 to ensure the Music Therapy Program continues to grow, reach additional clients, and reconnect people with the soundtrack of their lives, said Cicuto.

Components of the program include in-person and virtual events as well as providing personalized MP3 players to our clients.

In addition to a night out, the $50 ticket gets two glasses of wine and a charcuterie box.