



## VE DAY CELEBRATIONS PROVIDE OPPORTUNITY TO CONNECT MUSIC TO HAPPY MEMORIES

**THURSDAY MAY 7, 2020. UK.** Carers and families are being encouraged to embrace VE Day as an opportunity to open conversations around music to help people living with dementia rediscover their favourite tracks.

The power of music has been proven to uniquely and universally alleviate the symptoms of dementia, getting through where many drugs and other therapies fail, improving quality of life and memory recall and reducing anxiety.

As millions of people prepare to celebrate the 75<sup>th</sup> Anniversary of VE Day tomorrow (Friday), Music for Dementia is calling for everyone to recognise the value of music then and now. This is even more poignant for older people unable to come out of their homes for the celebrations.

**Grace Meadows, Campaign Director at Music for Dementia,** said: "Sometimes, using a significant historical event can be a good way to start a conversation with a person living with dementia and explore their personal musical history.

"Music can transport us to different times and places. Being able to have a musical experience that takes you out of your everyday situation is particularly important now when people are enduring heightened anxiety because they are isolated in the lockdown.

"Due to the current situation, we are all feeling a certain 'wartime spirit'. Whatever the era, music has a unique ability to help in the care of people living with dementia but is most effective when the right music is played. We hope VE Day will give carers and loved ones an opportunity to rediscover and share some of the music from their past to reconnect in here and now."

-ENDS-

**Notes for Editors**



### **About Music for Dementia**

Music for Dementia campaigns for people with dementia to have the right to music as part of their care and access music free of charge, wherever they are. We are calling on the music industry, philanthropists, and the health and social care sectors to help make it free and easy for people with dementia to access music.

Music for Dementia has partnered with Live Music Now to launch a new Musical Care Taskforce, which brings together more than 60 leading representatives from across health, social care, dementia and music with the aim to make music an essential element of dementia care. We are also working closely with DCAN which is a newly formed initiative from the Alzheimer's Society, NHS England and Improvement and the Coalition for Collaborative Care.

In September 2019, we launched our Musical Map – an online interactive map which will become the largest and most comprehensive database of dementia-friendly music services in the UK.

M4D - [www.musicfordementia2020.com](http://www.musicfordementia2020.com)

Musical Map for Dementia - [www.musicalmap.co.uk](http://www.musicalmap.co.uk)

Practical Musical Guide - <http://musicfordementia2020.com/info/musical-guide.pdf>

### **About The Utley Foundation**

The Utley Foundation was founded in 2014 by Neil and Nicky Utley. The Foundation exists to advance social causes and to act as a catalyst for greater funding and wider action for the causes it supports. Music is a personal passion of the founders and trustees and underpins many of the key funding areas of interest to the foundation. The trust has other charitable objectives including Armed Forces Veterans, Children and Overseas Aid.

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