



Watercrest Senior Living Group and Central Florida Community Arts announce The Alzheimer's & Dementia Choir of Central Florida

VERO BEACH, FL, April 13, 2015 – [Watercrest Senior Living Group](#) is proud to announce their partnership with Central Florida Community Arts (CFCArts) in the establishment of The Alzheimer's & Dementia Choir of Central Florida, the first Florida-based community-wide performance group composed of individuals and their families living with Alzheimer's and dementia-related diseases.

Watercrest and CFCArts invite all individuals with early stage memory loss from Alzheimer's or dementia to join in choir rehearsals with their significant other or caregiver, regardless of experience or skill level. Research shows that music is stored in a part of the brain last affected by Alzheimer's disease and that the therapeutic experience of enjoying music often establishes personal and communicative connections that are difficult for those with memory loss and dementia.

As the developer and operator of assisted living and memory care communities, Watercrest Senior Living Group advocates the benefits of music on the brain through the implementation of the Music & Memory program in their communities. Watercrest also encourages a commitment to serving others and fulfilling needs in our hometowns through their Common Unity program, a company-wide initiative supporting associates and residents in community service and enrichment.

Chris Shepherd, Director of Creative Program Development for Watercrest Senior Living Group, was compelled to serve the local community by expanding the music therapy program to local individuals living with early stage Alzheimer's and dementia-related diseases. Shepherd approached Josh Vickery, Founder and Executive Director of Central Florida Community Arts (CFCArts), a non-profit musical arts organization with a mission to serve and enrich our community's quality of life through the arts. With a common vision to serve, Watercrest and CFCArts established the Alzheimer's & Dementia Choir of Central Florida. The program founders welcome the support and partnership of the local Brain Fitness Club, the Alzheimer's Association of Central and North Florida, and the Alzheimer's and Dementia Resource Center in an effort to unite the many local resources for individuals with Alzheimer's and dementia-related diseases.

“Central Florida Community Arts is excited and honored to partner with Watercrest Senior Living Group and our other charitable organizations to create a memorable experience through a choir and music program reaching adults with early stages of Alzheimer's,” says Josh Vickery, Founder and Executive Director of CFCArts. “Our organization believes strongly in the healing power of music and the arts and knows this will have a life changing impact on so many people.”

[CFCArts](#) originated in 2011 and has grown to 3 separately themed choirs with over 400 members, a 130-piece community orchestra, an elite vocal ensemble, a youth program with over 100 members, an annual performance summer program and a School for Performing Arts offering affordable lessons and workshops to all ages.

The Alzheimer's & Dementia Choir Rehearsals will be held at the Central Christian Church located at 250 SW Ivanhoe Boulevard, Orlando, FL 32804. For rehearsal dates and times, and additional rehearsal locations, please contact Chris Shepherd, Director of Creative Program Development for Watercrest Senior Living Group at cshepherd@watercrestslg.com or 239.293.1049.

Watercrest Senior Living Group is committed to enriching the lives of seniors by creating an environment of well being and providing a comprehensive memory care program specifically designed to engage the senses, expand the mind and enhance the emotions of residents. All Watercrest memory care associates are Certified Dementia Specialists and programming focuses on innovative lifestyle approaches. Watercrest associates champion a culture, which nurtures relationships in the interest of acting as trusted advisors. Focused on the growth of servant leaders, Watercrest Senior Living Group identifies people as the company's greatest asset. For more information, please visit www.watercrestseniorliving.com.

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