



1526 South Big Bend Blvd
Saint Louis, Missouri 63117
Phone: 314.645.MCHS (6247)
Fax: 314.645.6249
www.memorycarehs.org

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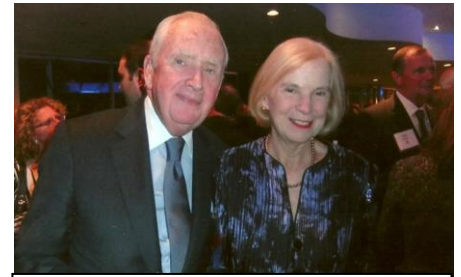
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For More Information Contact:

Erin Kelley, Director of Advancement
Memory Care Home Solutions
Phone: (314) 645-6247
Cell: (314) 471-3444
Email: ekelley@memorycarehs.org
Photos Available on Request



Pictured: Betty and David C. Farrell

For Immediate Release: April 27, 2011

5th Annual Memories and Melodies Event to be held November 10, 2011
Alzheimer's Community Service Award will be presented to Betty and David C. Farrell

Memory Care Home Solutions will host its 5th Annual Event, *Memories and Melodies* with a dinner in the Starlight Room at the Chase Park Plaza Hotel. On Thursday, November 10th, Betty and David C. Farrell will be honored with the Memory Care Home Solutions Alzheimer's Community Service Award; in recognition of their extraordinary commitment to Memory Care Home Solutions and advocacy for the welfare, health and education of the St. Louis community.

Entertainment for the evening will be provided by the Opera Theatre of Saint Louis, with special gifts provided to guests by Estée Lauder. The event is Co-Chaired by the 2010 award recipients, Mary Lee and Bob Hermann and will be emceed by 2009 award recipient Dr. William A. Peck.

Early commitment from major sponsors - including Reinsurance Group of America, Inc., Betty and David C. Farrell, The Horncrest Foundation, Macy's, Inc., The St. Louis Trust Company, Estée Lauder, Washington University School of Medicine, Centene Corporation and Brown Shoe Company, Inc. - guarantee this event to be an immense success.

"It is our honor to recognize the Betty and Dave Farrell for the unique commitment to Memory Care Home Solutions and their leadership in the volunteer and business communities. It is our privilege to work and to learn from them," stated the organization's Founder and Executive Director, Lisa Baron.

The organization is again soliciting for individual gifts of \$1,000 or more to meet a second \$100,000 match grant from the Horncrest Foundation. Sponsorship and ticket information is available now by emailing ekelley@memorycarehs.org, calling (314) 645-6247 or visiting www.memorycarehs.org.

About Memory Care Home Solutions

Memory Care Home Solutions is a non-profit organization that exists to extend and improve quality time at home for families caring for loved ones with memory loss, dementia, or Alzheimer's disease. Our professionals train families regarding safety of the living environment, provide strategies for addressing difficult behaviors, and offer suggestions for maintaining appropriate levels of independence, with the ultimate goal of reducing caregiver stress. We come to each family; no diagnosis is necessary for our consultation; and our services are made available regardless of ability to pay. To ensure families continue to benefit after our initial consultation, we schedule follow-up phone conferences throughout the year, and our professionals are always available to discuss concerns family caregivers may have. Founded in 2002, and later funded with a generous grant from the Missouri Foundation for Health, Memory Care Home Solutions fills a critical in-home support and training void for caregivers. Washington University in St. Louis collaborates with the organization to evaluate outcome success. For more information, please contact Erin Kelley at (314) 645-6247, via email ekelley@memorycarehs.org or visit www.memorycarehs.org.

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