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New Orleans JCC Chosen to establish Mind Matters, an early stage memory loss program.

New Orleans, 2010 – New Orleans Jewish Community Center has been chosen as one of the 15 organizations across the U.S. to establish an innovative Early Memory Loss program. Support for the program at the JCC will be provided by the Brookdale Foundation, Mind Matters will open on Tuesday, April 14.

The Mind Matters program will provide an excellent opportunity for people with early stage memory loss to participate in an engaging program of fun and educational activities in a warm and welcoming environment. This bootcamp for the mind will teach memory strategies, engage participants in group discussions and use the arts for cognitive exercises. The JCC joins a network of programs in more than 200 communities in 34 states, which were begun with grants from The Brookdale Foundation Group of New York City.

In announcing the award, Stephen L. Schwartz, President of The Brookdale Foundation, stated, “We at the Foundation appreciate how important it is for people with Early Memory Loss to remain active members of the community and to participate in programs that optimize functioning and independence. The Brookdale model utilizes professionals and trained volunteers to offer those with Early Memory Loss opportunities to learn techniques and skills that enhance memory and increase well being and to enjoy camaraderie. We are delighted to assist the JCC in establishing an Early Memory Loss program to complement the other services they provide to older adults and their families in the New Orleans area.”

Arlene Barron, JCC Executive Director, states, “Our program will be open every **Tuesday** from **10:00 AM to 2:00 PM** at the **Goldring-Woldenberg JCC-Metairie**. We look forward to welcoming people first experiencing memory loss to participate in this social and educational program. The JCC is pleased to provide this valuable program for those in need of this service.”

For those wishing more information, please contact Allison Freeman, Mind Matters director, at 504.897.0143 or allison@nojcc.org.

The Jewish Community Center of New Orleans is a non-profit organization that continues to serve the entire New Orleans community with quality programming in the areas of pre-school education, daycare, summer programming, adult programming, physical education, public affairs, political forums, lectures and especially Jewish education. The mission of the Greater New Orleans Jewish Community Center is to promote and insure the well being of our Jewish community and to instill an understanding of Judaism and its heritage by providing a Center where all can enjoy, learn, experience and share in quality activities in a Jewish environment.

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