

**For immediate release**

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**Lost... Confused... No Way Home...**

Canadian MedicAlert Foundation and the Alzheimer Society of Canada have joined forces to help bring people living with Alzheimer's disease and other dementias Safely Home

Summer is a time for vacations and spending more time outdoors, but it's also a time to be extra vigilant if you're caring for someone with Alzheimer's disease or other form of dementia.

The fact is people with dementia can become lost, often without warning, and have no idea how to get home. This can be a frightening experience for the lost person and for their families. For this reason, the Canadian MedicAlert Foundation and the Alzheimer Society of Canada have come together to launch the **MedicAlert® Safely Home®** program. Available nationwide, the program is designed to quickly identify those who are lost and assist in a safe return home.



“This new program is an essential resource for keeping people with dementia safe. Registering with the program is an important step family members can take in supporting people with dementia who are at risk of wandering and becoming lost,” says Mimi Lowi-Young, CEO, Alzheimer Society of Canada. “By collaborating with Canadian MedicAlert Foundation, we’re answering a need which will become even more critical as our population ages and more Canadians develop this disease.”

MedicAlert Safely Home members select a MedicAlert ID to wear at all times. Through a unique 24/7 emergency hotline, inscribed on the ID, first responders are granted immediate access to that person's complete medical profile, as well as emergency contact information. When a member with Alzheimer's disease or other dementia is found — even if they're unable to answer basic personal questions like where they live — MedicAlert will provide critical information and immediately notify emergency contacts.

“Anyone living with Alzheimer's disease should have a MedicAlert membership,” says Robert Ridge, President and CEO, Canadian MedicAlert Foundation. “In addition to helping ensure that people with dementia can find their way safely home, the sophisticated MedicAlert database stores full medical information including what medications they are taking, information about allergies or conditions and a record of their medical history.”

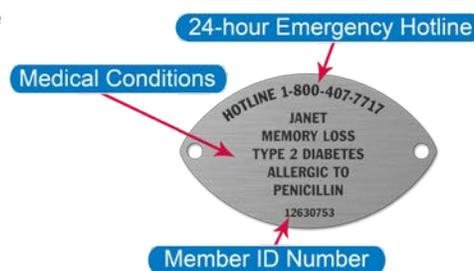
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Ridge adds that, all other reasons aside, registering for the MedicAlert Safely Home program provides families and caregivers with invaluable peace of mind, knowing that those in their care are as safe as possible.

Julie Foley, whose husband Lowell has Alzheimer's disease, couldn't agree more. "There is still no cure for Alzheimer's disease so safety is absolutely essential. It's one of the first things we discussed when my husband was diagnosed. This new program is an easy and subtle support which provides both of us reassurance. Every minute counts."

Anyone registered in the MedicAlert Safely Home program will enjoy all the benefits of a full MedicAlert membership, including:

- Fully customizable lifesaving IDs — a team of MedicAlert medical editing professionals works with the family member to ensure that the information engraved on the back of the ID is as relevant and informative as possible
- The unique 24/7 emergency hotline that gives first responders immediate access to the person's detailed MedicAlert profile
- Immediate family and emergency contact notification



MedicAlert Safely Home membership is \$60 for one year and includes a free MedicAlert 'Blue' ID for first-time registrants that's exclusive to people living with dementia. As a registered charity, MedicAlert also offers alternate payment programs, such as prepaid options and for those who cannot afford a membership, a subsidy program. For immediate registration call 1-855-581-3794.

### **About the Canadian MedicAlert Foundation**

Canadian MedicAlert Foundation is the largest membership-based registered charity in Canada and has been the provider of emergency medical information services to more than one million Canadians for more than 50 years.

While there are a number of medical ID devices on the market, only MedicAlert ID is supported by a unique 24/7 emergency hotline service staffed with medical professionals ready to provide information and recognize conflicting treatments and medications that could put your care at risk.

The Foundation's services include electronic health records, a state-of-the-art secure database, a 24-hour emergency hotline for paramedics and first responders, plus customized identification products. Learn more about MedicAlert products and services, how they work, and how you or a loved one can become a member at [MedicAlert.ca](http://MedicAlert.ca) or by calling 1-855-581-3794.

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**About the Alzheimer Society**

The Alzheimer Society is Canada's leading nationwide health charity for people living with Alzheimer's disease and other dementias. Active in communities right across Canada, the Society offers help for today through programs and services and hope for tomorrow by funding research to find the cause and the cure. For more information or to find an Alzheimer Society near you, visit [www.alzheimer.ca](http://www.alzheimer.ca) or call 1-800-616-8816.

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