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Home Care Assistance: Make Your Mark event to increase awareness about Alzheimer's and dementia

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Milwaukee, Wisconsin – Home Care Assistance (HCA) will bring together an unlikely pair –people with memory loss and graffiti – at its Make Your Mark event on Saturday, Nov. 4. Seniors and their care partners are invited to create large-scale graffiti art as a way to leave their mark and increase awareness about Alzheimer's and dementia in our community. Two sessions will be held, one beginning at 10 a.m. and 1 p.m. at Home Care Assistance in Whitefish Bay, Wis.

"Dementia is on the rise and will affect one in three seniors. Home Care Assistance is committed to driving awareness and encouraging the community to support and embrace seniors with memory loss and their care partners," said Rick Cohen, Owner/President of HCA.

Damon McLeese, Artist, Executive Director of VSA Arts of Colorado and creator of the program "Granny Does Graffiti" will facilitate two workshops. He will guide seniors and their care partners through the experience of creating graffiti by making their personal mark or "tag" on large canvas panels. Personal tagging is a way for those affected by memory loss to make their mark in a unique medium that is permanent. This event aims to pay special tribute to seniors and their care partners who navigate an often challenging aging journey together. Once complete, the art will be proudly displayed around the community.

Former Governor Martin Schreiber will share in the 1 p.m. workshop. As a decade-plus caregiver for his wife, Elaine, who lives with Alzheimer's disease, Schreiber will have signed copies of his book, My Two Elaines: Learning, Coping and Surviving as an Alzheimer's Caregiver, on hand. ($15 per book with net proceeds used to promote Alzheimer's caregiving support programs)

Make Your Mark is supported by the Laureate Group and SPARK! These free workshops are open to seniors and their care partners. Reservations are required as space is limited. Interested parties may call (414) 208-5430 to reserve a spot.

To learn more about Make Your Mark and Home Care Assistance, visit www.milwaukeehomecare assistance.com.

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ABOUT HOME CARE ASSISTANCE OF WISCONSIN: Home Care Assistance is the leading provider of home care for seniors across the United States, Canada and Australia. Our mission is to change the way the world ages. We provide older adults with quality care that enables them to live happier, healthier lives at home. Our services are distinguished by the caliber of our caregivers, expertise of our care managers and responsiveness of our staff. Home Care Assistance of Wisconsin has two locations – Milwaukee and Brookfield – and serves southeastern Wisconsin, Lake Michigan west to Waukesha County. To learn more and schedule a free in-home consultation, visit http://www.milwaukeehomecareassistance.com.

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