



Press Release – For Immediate Release:

### Mission Quite Possible:

## Dementia-Inclusive Cincinnati, USA

*Public/Private Partnership led by City, neighbors and friends seek to establish Mecca of Dementia-Inclusive Thought, Practice and Deed*

**Cincinnati Vice Mayor David Mann: ‘If you have a brain, you can get dementia.’**

**Dementia-Inclusive Cincinnati led by all-star constituents from industry-leading organizations.**

**Community Outreach: First Cincy neighborhood up is today in Kennedy Heights at 6:30 p.m.**

[CINCINNATI, Ohio – Oct. 10, 2017] That quirky Midwestern town personally responsible for having introduced America - and the world - to Pete Rose, Pampers, professional baseball and cinnamon-flavored chili has spawned an angelic chapter, one designed to treat a massive foible affecting humanity not just in the Midwest, but worldwide. And they call it: ***“Dementia-Inclusive Cincinnati.”***

A bold claim, to be sure. But behind the hubris, what makes this Cincinnati-born, Queen City-bred initiative so soaked in authenticity, regional pride and potential is the five-star lineup of players drafted to solve this insidious disease.

“Cincinnati is an established leader in industry, nationally and internationally,” says Laura Lamb, CEO of Episcopal Retirement Services (ERS), a committee member of Dementia-Inclusive Cincinnati. “We have a plethora of Fortune 500 companies, world-class entrepreneurial hubs, and a ravenous nature of working together. Dementia-Inclusive Cincinnati is a comprehensive, coordinated, grassroots effort to launch an all-encompassing dialogue for the sake of our families, friends, our neighbors, and our city.”

“There’s never been such a dominant, all-encompassing, more vicious predator of our minds, families and communities, as dementia today represents,” said the Honorable David Mann, vice mayor of Cincinnati. A former City Councilman, local attorney and devoted Cincinnati, Mann insists his city isn’t in it for the publicity, nor the profit. Like everybody else everywhere, all across the world, “we see our loved ones drifting away, without hope, as lives and families are destroyed. Dementia-Inclusive Cincinnati was formed to say, ‘No more. We can do better. We can beat this,’” Mann said.

### Dementia-Inclusive Cincinnati: Step One

The first tangible steps towards establishing Dementia-Inclusive Cincinnati will be taken today, on Tuesday, Oct. 10, at a Kennedy Heights Community Gathering, in one of Cincinnati’s original integrated neighborhoods. Representatives of Dementia-Inclusive Cincinnati such as ERS ([www.episcopalretirement.com](http://www.episcopalretirement.com)), the Office of Cincinnati Vice Mayor Mann, and the Greater Cincinnati chapter of the Alzheimer’s Association plan to convene an informative meeting of friends, neighbors, citizens, government officials, and representatives of the aging and retirement industries.

“It’s no accident that this initiative starts in Kennedy Heights,” said Steve Grieser, chair of the Aging-In-Community Team at the Kennedy Heights Development Corp. (KHDC). “We are proud that we remain, 50 years after our original integration, a community represented by every age, race and ethnicity. Kennedy Heights is the perfect place to start.”

The idea for Dementia-Inclusive Cincinnati came to ERS' Lamb "as just a great idea." The CEO of Episcopal Retirement Services, a distinguished network of retirement communities started by a husband with an aging wife (hence the creation of the first ERS community, the Marjorie P. Lee Retirement Community), Lamb was intrigued with the tricky business of understanding dementia, dealing with dementia, and "just how to share ERS expertise, the right way," she says.

## Meet The Team: Dementia-Inclusive Cincinnati

The Dementia-Inclusive Cincinnati team, launched early this past summer at the offices of ERS, meets regularly and includes representatives from the following organizations:

**KENNEDY HEIGHTS DEVELOPMENT CORP AND COMMUNITY COUNCIL:** One of 52 official Cincinnati neighborhoods, Kennedy Heights was an original integration project of the Queen City and remains culturally diverse and vibrant half a century later. Located on the East Side of Cincinnati, Kennedy Heights is tucked between Pleasant Ridge, Silverton and Madeira. The Kennedy Heights Development Corp. and Community Council are led by vibrant, engaged individuals dedicated to making their neighborhood a perpetually-inclusive environment for people of all faiths. For more information about Kennedy Heights please visit [www.kennedyheights.org](http://www.kennedyheights.org), or contact Mr. Grieser at [slgrieser@gmail.com](mailto:slgrieser@gmail.com).

**ALZHEIMER'S ASSOCIATION, GREATER CINCINNATI CHAPTER:** One of 70 Alzheimer's Association chapters serving the U.S., the Greater Cincinnati group started in 1979 and has grown to serve a 27-county area in the Tri-State region of Ohio, Kentucky and Indiana, serving an estimated 50,000 individuals and their families. The chapter is led by Executive Director Ms. Paula Kollstedt and can be reached at (513) 721-4284 and/or by visiting [www.alz.org/cincinnati](http://www.alz.org/cincinnati).

**CITY OF CINCINNATI, OFFICE OF THE VICE MAYOR DAVID MANN:** A staunch advocate of affordable living and the inalienable right of seniors to retire and live the balance of their lives in dignity, the Honorable David S. Mann has gone so far as to repel off a downtown Cincinnati building (Central Parkway Place, operated by ERS) as a fundraising effort. The office of Vice Mayor Mann is in constant contact with ERS for events such as the recent unveiling of the \$10.7 million new affordable living community for seniors, [Knowlton Place in Northside](#), another one of Cincinnati's 52 neighborhoods (ERS operates communities in seven Cincinnati neighborhoods, eight by the end of 2017).

**EPISCOPAL RETIREMENT SERVICES (ERS):** After 65 years, ERS has emerged as a local and regional leader in the retirement industry through a person-centered, innovative and spiritually-based care and service model. ERS ([www.episcopalretirement.com](http://www.episcopalretirement.com)) sits at the intersection of upscale retirement communities and affordable housing communities for seniors, all backed by a services-based lineup including Parish Health Ministry, Deupree Meals On Wheels, and Living Well Senior Solutions geriatric care management.

Additional members of the steering team include Cincinnati City Councilman P.G. Sittenfeld and Chief Advocacy Officer for Aging and Accessibility at the City of Cincinnati Jon Lawniczak. Representing family members of older adults who are living with Alzheimer's are Vistage Chair Joseph Faessler, and Assistant Professor at the University of Cincinnati Tom Mobley.

The Kennedy Heights Community Gathering is scheduled for tonight between 6:30-8 p.m. at the KHAC Lindner Annex, 6620 Montgomery Road. The general public and all media are encouraged to attend.

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