



For Immediate Release

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Residents at Heritage Senior Living's Middleton community raise \$1,000 for Madison Symphony Orchestra's HeartStrings music therapy program

Check will be presented on June 27th

WEST ALLIS, WISCONSIN (June 26th, 2017) – Residents of Heritage Senior Living Middleton will present a \$1,000 check to the Madison Symphony Orchestra for its musical therapy program, HeartStrings, on Tuesday, June 27, at 1:30 p.m. at Heritage Senior Living's Middleton community, located at 6234 Maywood Avenue in Middleton. The money was donated from independent living and assisted living residents at Heritage Middleton, and the Heritage Middleton organization. HeartStrings have been performing at Heritage Middleton for the past three years, and have brought much joy to the resident's lives with their classical music performances.

HeartStrings brings live, interactive performances by some of the MSO's best performers out of traditional symphony venues and into healthcare and residential facilities in the Madison area. Heritage Middleton residents who attend HeartStrings sessions show positive physical, emotional, cognitive and social changes as they listen to the music and play along on instruments provided by the Heartstrings. One Heritage Middleton caregiver said, "It was fun watching all of their faces light up with smiles [as] they played along with the musicians."

Heritage Senior Living is known for its innovative and therapy-focused memory care services that build and maintain cognitive strength for residents with Alzheimer's and dementia. Many of Heritage's communities offer a multi-sensory "Snoezelen Room" to help residents reconnect with their environment using light, sound and music, touch and scent to initiate sensory stimulations in the brain that help reduce anxiety. In addition, Heritage Senior Living's unique Music and Memory program provides residents with an iPod and headphones loaded with a personalized music playlist to stimulate meaningful recall of fond memories and create opportunities for expression.

Each year, the HeartStrings program reaches nearly 3,200 individuals in the greater Madison area. For more information about the MSO's HeartStrings program visit: <https://madisonsymphony.org/heartstrings>.

About Heritage Senior Living

Headquartered in West Allis, Wisconsin, Heritage Senior Living was founded in 2000 and is now the largest senior living provider based in Wisconsin. Heritage Senior Living operates 14 senior living communities throughout Wisconsin – with two more under development – that are home to more than 2,000 seniors. Most Heritage Senior Living communities offer several levels of care, from independent living to assisted and enhanced assisted living and memory care units, so that residents can embrace life's journey from the comfort



and convenience of one location that meets all of their physical, mental and emotional needs. For more information, visit: <http://heritagesenior.com/>.

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