



Media Information & Tips

Thank you for your interest in Town Square®! We are the first-in-the-nation Immersive Reminiscence Therapy Day Center for individuals with Alzheimer's and related dementias and are proud to welcome you in to do a story on our innovative center!

To make your experience at Town Square® as successful as it can be, while maintaining sensitivity and consideration of our participants and their families, please keep the following guidelines in mind when doing your story and if/when you are speaking in the presence of one of our participants:

- Alzheimer's can be a very sensitive diagnosis and many of our participants do not realize they have memory challenges; those that *do* realize it, may not feel comfortable talking about it. Please be mindful of this and do not bring up "Alzheimer's" or "dementia" when speaking with one of our participants. For example, please do not ask them if they know they have Alzheimer's or dementia or why they are here.
- While our purpose is to be sure our participants are safe and well-taken care of during the daytime hours, please refrain from using the term "daycare" when speaking with any of our participants. We have the utmost respect and admiration for our participants and the word "daycare" can often feel juvenile.
- Town Square® is located inside of a warehouse building, however, please refrain from using the word "warehouse" when speaking or writing about Town Square®. Our building is better described as a "light industrial" or "20,000 square foot" building.
- Town Square® is not a "real" town, but it has been designed to be an enjoyable and interactive replica. Please avoid using the terms "fake" or "faux" when describing our center.
- Please check with staff before videoing or photographing participants.
- Please be mindful of participants' personal space and the brightness of lighting equipment in their presence.





Some of our participants have difficulty communicating. They may have difficulty comprehending what you say. To facilitate conversation, please:

- Use short sentences.
- Speak at a calm, slow pace.
- Give them time to process what you said.
- If they are unable to answer your questions, ask yes/no questions.
- Speak to them in a quiet spot where there are minimal distractions.

Please direct any questions you may have about specific participants to the CEO, Program Director or another designated staff member.

Lastly, prior to your arrival, please see the “Glennner Fact Sheet” that outlines important information about the history of our organization. Please also visit the Town Square® FAQ page on our website for additional information on design features and how our program works. (<https://glenner.org/faq/>)

Thank you for your professional understanding and thank you again for your interest in our center!

Sincerely,

~The Team at Town Square®

