

PRESS RELEASE
For Immediate Release

FROM: **StoryCorps**

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**THE STORYCORPS MEMORY LOSS INITIATIVE PARTNERS
WITH ORGANIZATIONS THROUGHOUT THE BAY AREA**
February – October 2009

SAN FRANCISCO, CA, February 3, 2009 – StoryCorps, a national independent nonprofit project whose mission is to honor and celebrate one another's lives through listening, will partner with aging organizations and resource centers throughout the Bay Area through October 2009 as part of the StoryCorps Memory Loss Initiative.

The Memory Loss Initiative provides an avenue for people to reminisce and capture their legacy. Participants are interviewed by a family member, friend, or caretaker. The project is guided by an Advisory Board of nationally recognized leaders in the field of Alzheimer's and interviews are facilitated by specially trained staff. Aging organizations in the Bay Area can contact StoryCorps to find out how to participate.

"Many people at our Center struggle against the stigma associated with aging and memory loss." Says Kim Gilgenberg-Castillo, Program Director of San Francisco's Mabini Adult Day Health Center. "Through hearing their stories, we are able to blur those lines that keep us separate and alone."

"Looking a loved one in the eyes and asking about his or her life is one of the greatest gifts we can give one another," said Dave Isay, Founder and President of StoryCorps. "The simple act of listening tells them how much they matter, and documenting that conversation for posterity tells them that they won't be forgotten."

The general public can participate in StoryCorps by making a reservation at one of their recording booths in New York's Foley Square or San Francisco's Contemporary Jewish Museum; in one of the StoryCorps MobileBooths that travel the country; or by renting a StoryKit.

The Memory Loss Initiative has previously partnered with several organizations in the Bay Area including the Alzheimer's Association - Northern California and Northern Nevada Chapter, New Leaf Services for Our Community and the Curry Senior Center. The Initiative will partner with North and South of the Market's Mabini Adult Day Health Center, Alzheimer's Services of East Bay, Senior Access in San Rafael and with other dedicated organizations throughout October 2009.

ABOUT STORYCORPS

Since 2003, tens of thousands of everyday people have interviewed family and friends through StoryCorps. Each conversation is recorded on a free CD to take home and share, and is archived for generations to come at the Library of Congress. Millions listen to StoryCorps' award-winning broadcasts on NPR, podcasts and the Internet, and have read the best selling book, *Listening Is an Act of Love*. In 2006, StoryCorps launched the Memory Loss Initiative to support and encourage people with memory loss to share their stories. More information about StoryCorps and the Memory Loss Initiative can be found at www.storycorps.net/mli.