My Life TV partners with Alzheimer’s Society to produce and stream dementia-friendly programmes

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My Life TV, the UK’s first TV channel for people living with dementia has joined forces with the leading dementia charity in the UK, Alzheimer’s Society to produce and stream brand new dementia -friendly content for its viewers.

For £3.99 a month, My Life TV was launched to offer people living with dementia their own dedicated channel, with a curated selection of programmes to suit their cognitive needs. Their inhouse production team, also create their own specialised content like quizzes and chair exercise videos.

Since partnering with Alzheimer’s Society, their popular Singing for the Brain sessions have also been added to My Life TV. Singing for the Brain is an uplifting and stimulating activity for people affected by dementia, built around music and song.

Singing for the Brain groups are usually held in person but were temporarily moved online and over the phone during the pandemic. Through My Life TV, people can now tune in at any time for an interactive sing a long to well-known classics like ‘My Bonnie Lies Over the Ocean’ and ‘What Shall We do with the Drunken Sailor’.

Zoe Campbell, Director of Operations at Alzheimer’s Society said:

“TV is a lifeline, companion and vital source of information for many of the 900,000 people living with dementia in the UK. We’re really excited to be working with My Life TV to create engaging content for people with dementia to enjoy from the comfort of their own homes.

“Taking part in activities like Singing for the Brain can improve wellbeing and tap into long-term memories linked to music and song – even in more advanced stages of dementia.

“Whether they want to challenge themselves with a quiz, belt out a song or just simply watch some feel-good movies, there’s something for every mood.”

Lyn Snudden from Barnes, southwest London subscribed recently for her mother Celia who has been living with dementia for ten years:

“It’s an absolute life changer for people like mum, it’s brilliant” Lyn says they mostly use My Life TV in the late afternoon when her Celia can become anxious, she added:

“When mum is agitated, we can put My Life TV on and the images and music automatically calm her and she stops worrying” and she added “Mum loves the singalongs and she can still remember the words to join in with, it really lifts her spirits”

During the ongoing partnership with Alzheimer’s Society, My Life TV are producing many new and exciting programmes for viewers to enjoy and engage with for years to come.

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Company Contact:

My Life Films

T. 07741455184
E. giulia@mylifefilms.org
W. https://mylifefilms.org/

Additional Contact(s):
charlotte@mylifefilms.org

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