

## Elvis Costello to Honor 40<sup>th</sup> Anniversary of Debut Album with Fundraising for Music and Memory

**June 8, 2017-** In honor of the 40<sup>th</sup> anniversary of Elvis Costello's debut album, "My Aim is True" and his 2017 summer tour, Costello is partnering with the nonprofit, Music and Memory. Costello will collect music devices, such as iPods, for Alzheimer's patients while on tour. Music devices can be donated at the merchandise booths in exchange for a limited edition Elvis Costello t-shirt.

A study from Brown University found that Alzheimer's patients often reduce their dependency to antipsychotic drugs when listening to personalized playlists and it reduces patients' violent tendencies. Music and Memory trains nursing home and elder care professionals to create and provide personalized playlists for patients.

Costello's own grandmother, Molly McManus, suffered from dementia. Costello's grandfather, who was a musician, helped Molly think of memories from his early music career when he played her music. "Veronica" was written about his grandmother's behaviors caused by her disease.

"My Aim is True" was released on July 22, 1977, which included hits "Alison" and "Watching the Detectives." Elvis Costello & The Imposters North American summer tour kicked off on June 3<sup>rd</sup> at the Greek Theatre in Berkeley, CA and ends on July 25 at Providence PAC in Providence, RI.

### About Music and Memory

Music and Memory is a non-profit organization that restores memories of Alzheimer's and dementia patients. In 2006, Music and Memories began when executive director Dan Cohen volunteered with a nursing home in greater New York by creating playlists for residents and the program served as a success. The program provides services to nursing homes, rehabilitation facilities, assisted living homes, hospice centers, and elderly care centers. Music and Memory is a GuideStar Exchange Bronze Participant.

### About Elvis Costello

GRAMMY Award-winning Elvis Costello has made hits such as "Red Shoes" and "Veronica." Costello was a part of the supergroup The New Basement Tapes and has appeared in cameos as himself on The Simpson's, 30 Rock, Talladega Nights; The Ballad of Ricky Bobby, and A Colbert Christmas: The Greatest Gift of All. After Hurricane Katrina, Costello volunteered with Jazz Foundation of America to save the homes and lives of America's jazz and blues musicians.

### Media Contacts:

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For more information about Music and Memory, please contact [media@musicandmemory.org](mailto:media@musicandmemory.org).

# REASONS TO TO DONATE

## Music & Memory

Music and Memory is a non-profit organization that strives to restore memories of Alzheimer's and dementia patients. The program provides services to nursing homes, rehabilitation facilities, assisted living homes, hospice centers, and elderly care centers.

### A FORM OF DEMENTIA

Alzheimer's is the most common form of dementia that causes problems with memory. The disease worsens as time progresses. Patients lose the ability to carry a conversation and react to a normal environment.

### A DISEASE WITH NO CURE

Even though there is no cure for Alzheimer's, treatments can help the disease from progressing and improve the life of caregivers. The disease can be slowed.

### MUSIC AS THERAPY

A 2016 Brown University study concluded that when dementia patients were exposed to their favorite music, they less likely to rely on antipsychotic drugs and reduce the likelihood of sufferers using violence.

### MORE THAN DONATING IPODS

Music and Memory does more than accept iPods. Volunteers can raise awareness about Music and Memory. Training is provided for organizations to become certified programs.

### NOT JUST THE ELDERLY

Early onset Alzheimer's affect those who are under 65. Mainly the age range is 40-50. Roughly 5, 000, 000 Americans have early onset Alzheimer's.

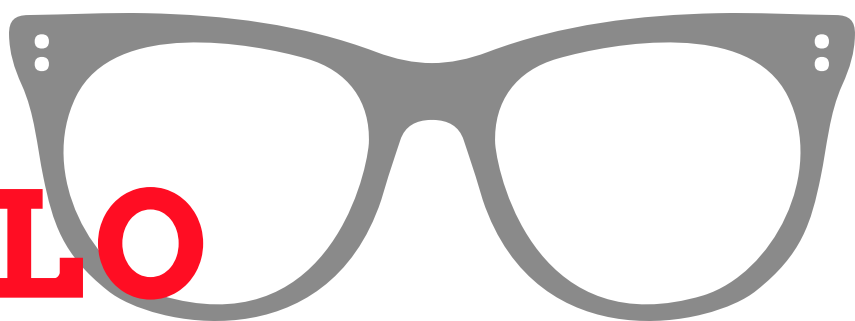
### SWEET MEMORIES

An individual suffering from Alzheimer's might not remember names, places, or facts, but they can retrieve well-preserved memories from their teenage years. Music calms the brain's activity and allows the listener to focus on the present moment.

### SINCE 2006 PATIENTS HAVE RECIEVED HELP

Executive Director Dan Cohen discovered in 2006 that none of the 16,000 care facilities used iPods for their patients. Cohen made a leverage for available technology. After testing, in 2010 Music and Memory became a 501(c) nonprofit.

# ELVIS COSTELLO



## THE MAN BEHIND THE HITS



- "Alison"
- "Watching the Detectives"
- "Pump It Up"
- "Radio Radio"
- "(What's So Funny 'Bout) Peace, Love, and Understanding?"
- "Veronica"

## CAMEOS AS HIMSELF



- The Simpson's- "How I Spent My Strummer Vacation"
- 30 Rock- "Kidney Now"
- Talledega Nights: The Legend of Ricky Babby
- Austin Powers: The Spy Who Shagged Me
- "A Colbert Christmas: The Greatest Gift of All"

## CHARITABLE WORKS



- Music and Memory-Provides music devices for Alzheimer's patients
- Seva Foundation-Blindness prevention for third world countries
- Jazz Foundation of America-Advisory Board of Directors

## AWARDS



- 1983 NME Award for Best LP "Punch the Clock"
- 1979 & 1983 NME Award for Best Songwriter
- 1989 MTV Music Video Award for Best Male Video "Veronica"
- 1992 British Academy Television Craft Award for Best Original Television Music "G.B.H."
- 1999 GRAMMY Award for Best Pop Collaboration with Vocals "I Still Have that Other Girl"
- 2007 GRAMMY Hall of Fame for "My Aim is True"
- 2010 Gemini Award for Best Talk Series- "Spectacle Elvis Costello with...."

## PAST COLLABORATIONS



- A cowriter for Paul McCartney's "Don't Be Careless Love" on Flowers in the Dirt
- Vocals for "Funny Little Tragedy" for Gov't Mule's Shout
- Vocals for Jenny Lewis for "Carpetbaggers" on Acid Tongue
- A duet with Tony Bennett on "They Can't Take That Away From Me" for MTV Unplugged

SOURCE:

[www.elviscostello.com](http://www.elviscostello.com)

# ELVIS COSTELLO & THE IMPOSTERS

- June 3 - Berkeley, CA @ Greek Theatre (Berkeley)  
June 4 - Los Angeles, CA @ Greek Theatre  
June 5 - San Diego, CA @ Copley Symphony Hall  
June 7 - Albuquerque, NM @ Popejoy Hall  
June 9 - Kansas City, MO @ Crossroads  
June 10 - Indianapolis, IN @ The Murat Theatre  
June 12 - Chicago, IL @ Huntington Bank Pavilion  
at Northerly Island  
June 13 - Pittsburgh, PA @ Heinz Hall  
June 15 - New York, NY @ Central Park Summer Stage  
June 16 - Upper Darby, PA @ Tower Theatre  
June 17 - Canandaigua, NY @ Constellation Brands-Marvin Sands  
Performing Arts Center (CMAC)  
June 20 - Richmond, VA @ Richmond Raceway Complex  
June 21 - Charlotte, NC @ Charlotte Metro Credit  
Union Amphitheatre  
July 16 - Milwaukee, WI @ Riverside Theatre  
July 18 - Kettering, OH @ Frazee Pavilion  
July 20 - Toronto, ON @ Sony Centre for the Performing Arts  
July 21 - Cooperstown, NY @ Brewery Ommegang  
July 23 - Shelburne, VT @ The Green at  
Shelburne Museum  
July 24 - Portland, ME @ Thompson's Point  
July 25 - Providence, RI @ Providence PAC

**2017  
NORTH  
AMERICAN  
SUMMER TOUR**