



radioreminisce
the soundtrack to yesteryear



Dementia Friendly Radio - Press Release

Release Date:

Radio Reminisce. The new online radio service for the health & social care sector, mature listeners and beyond!

Join us at the launch of **Radio Reminisce**, on **Tuesday 12 February 2019**, at **1 Creechurch Place, London**. The launch is scheduled to start at 11am and the team will be around until 2pm.

Radio Reminisce is proud to provide an innovative new online radio service dedicated to the care sector and mature listeners. It provides a live 24/7 radio stream from the home

page with music spanning from the 1940s up to the 1970s and daily news in a non-commercialised environment. The subscription based, on-demand radio programmes, including its very own 'dementia friendly audio' (DFA), is tailored to the care sector but can be accessible and enjoyed by all.

Founder of **Radio Reminisce James Oldrini**, created the concept of a dementia friendly radio programme 'On the Wireless' early last year. His idea has since developed into a radio service for the care sector and the older generation.

James said: "It was a light bulb moment for me. I knew just the person to produce and present the first 'On the Wireless' show - **Ashley Franklin**. Ashley has a wealth of experience, previously being a presenter on **BBC Radio Derby** and **Saga Radio**. The concept was greeted with great enthusiasm by Ashley and before long, we were producing the structure for our DFA programmes. And now here we are, launching **Radio Reminisce** with the **National Care Association**. I'm a firm believer that music is therapy for all, no matter what age you are. It makes sense to have an alternative option for an older generation to listen to music that they enjoy."

Ashley said: "The idea behind our DFA programme 'On the Wireless' is to take a year between 1945 and 1965, play the popular music of that year and recall the life and times of that year. I'll be reminiscing about the music but also about radio, television and cinema as well fashion, food and the family home - and it will be presented in a warm, friendly and entertaining way. We know that music and memories can make a real difference to people living with dementia, so we hope that these programmes will help stimulate minds and offer comfort. Above all, it is entertainment that means something to our listeners and can be used to help spark conversation."

Director **John Stamp** said: "We aim to work with industry professionals to provide more DFA programmes, and programmes which are tailored to the care sector. We hope **Radio Reminisce** will be the radio network of choice for the care sector and its residents."

Nadra Ahmed OBE of the **National Care Association**, who are partners with **Radio Reminisce** said: "I am really excited by this new resource for those working in the sector: supporting carers and providing a form of uplifting and enjoyable entertainment to listeners"

ENDS. For further information about Radio Reminisce please contact James at hello@radioreminisce.com