

Cowan Foundation donation will help advance critical research in cognitive behaviour at Baycrest

TORONTO, December 10, 2020 – Baycrest is the recipient of a generous gift from The Cowan Foundation, an organization focused on making a positive difference in the lives of Canadians. The gift will help advance critical research that could help delay memory loss in older adults by supporting a cognitive behavioural study by scientists at Baycrest’s Rotman Research Institute (RRI).

This support from The Cowan Foundation will further the work being done by Dr. Howard Chertkow, Chair in Cognitive Neurology and Innovation and senior scientist at the RRI, and his Scientific Associate Dr. Tyler Roncero and their laboratory. The teams will be able to dig further into the effectiveness of Transcranial Direct Current Stimulation (TDCS) therapy and determine the most appropriate doses, location, and delivery systems that will work best in individuals with various neurodegenerative diseases; and bring us closer to making this non-invasive therapy available to anyone who needs it.

More than 500,000 Canadians are currently living with dementia and that number is expected to rise close to a million people by 2030 (Source: Alzheimer Society of Canada). Baycrest is working hard to find solutions for treatment and care for those currently suffering from Alzheimer’s and other forms of dementia.

“It is becoming increasingly difficult to find someone who has not experienced the devastating effect of memory loss in a family member or friend,” said Mary D’Alton, Executive Director of The Cowan Foundation.

“We decided to support the groundbreaking research being done by Dr. Chertkow and his teams in this field, because we believe it will have a profound impact on the lives of people living with dementia and Alzheimer’s disease, and their loved ones,” D’Alton added.

This gift of \$600,000 was made in honour of Frances Cowan, the grandmother of the Foundation’s Chair and reflects Frances’ commitment to improving the lives of people living with dementia through increased support and transformational research.

“We thank The Cowan Foundation for its generous gift that will help accelerate the encouraging, preliminary work of Dr. Chertkow and his research at Baycrest as well as his work with the Canadian Consortium on Neurodegeneration in Aging lab located in Montreal,” said Josh Cooper, President and CEO, Baycrest Foundation.

“Without support from our amazing community of donors, we would not be able to help make a difference in the care of our most vulnerable population.”

For more information on the Baycrest Foundation, visit www.baycrestfoundation.org

About the Baycrest Foundation

The Baycrest Foundation's mission is to enrich the quality of life of our community by supporting programs and services that promote excellence in care, research, education and innovation in the field of aging. As the fundraising arm of Baycrest, the Foundation helps provide crucial funding for breakthrough research into cognition, Alzheimer's disease, dementia, stroke, and aging brain health; medical programs and services for seniors living in our community; and education that supports healthy aging and healthcare solutions for a growing senior population.

About Baycrest

[Baycrest](https://www.baycrest.org) is a global leader in geriatric residential living, healthcare, research, innovation and education, with a special focus on brain health and aging. Baycrest is home to a robust research and innovation network, including one of the world's top research institutes in cognitive neuroscience, the Rotman Research Institute; the scientific headquarters of the Canadian Consortium on Neurodegeneration in Aging, Canada's largest national dementia research initiative; and the Baycrest-powered Centre for Aging + Brain Health Innovation, a solution accelerator focused on driving innovation in the aging and brain health sector. Baycrest helps aging adults assess, monitor, maintain and enhance cognition through an innovative portfolio of evidence-based products and services offered through its brain health company, Cogniciti. Fully affiliated with the University of Toronto, Baycrest provides excellent care for older adults combined with an extensive clinical training program for the next generation of healthcare professionals. Through these initiatives, Baycrest has remained at the forefront of the fight to defeat dementia as our organization works to create a world where every older adult enjoys a life of purpose, inspiration and fulfilment. Founded in 1918 as the Toronto Jewish Old Folks Home, Baycrest continues to embrace the long-standing tradition of all great Jewish healthcare institutions to improve the well-being of people in their local communities and around the globe. For more information please visit: www.baycrest.org

About The Cowan Foundation

The Cowan Foundation was started in 1995 in honour of our founder, Frank Cowan, and is sustained by the ongoing success of the Princeton Holdings group of companies. The goal of The Cowan Foundation is to make a positive difference in the lives of Canadians and the broader well-being of our communities. For more information, please visit www.cowanfoundation.ca.

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