



**The Dakota Tavern Kicks Off 10th Anniversary Secret Show Series with
November 21st Matt Mays Concert Benefitting
The Alzheimer's Society**

(Toronto, ON – Wednesday, November 16, 2016) In celebration of The Dakota Tavern's landmark tenth anniversary, the live music institution is partnering with The Alzheimer Society of Toronto and Perth County on a month long concert series benefitting the organization's Music Project and Ipods for Memories program. The series kicks off Monday, November 21, with a performance by Matt Mays and continues with weekly "big band, small venue" secret shows curated by bar owners Shawn Creamer and Shannon Kohlmeier.

"When my Grandmother was diagnosed with Alzheimer's it started our family on a heart aching journey; at the end of which she had lost all of us, before we ultimately lost her. It's truly devastating to witness someone you love disappear; their stories and experiences evaporating before your eyes. When I watched the documentary *Alive Inside* and saw how the power of music was able to awaken people suffering from dementia and allow them to reconnect with their own memories I was moved to tears. We are thrilled to support the Alzheimer Society of Toronto and Perth County, helping them in their efforts to give patients and families back to each other." says Creamer.

Inspired to action by their own experience, Creamer and Kohlmeier called upon artists from the Dakota Tavern family, and others whose careers have intersected with the venue, to participate in their awareness and fundraising efforts. In addition to the Matt Mays engagement, the program will include:

- Live performances by Dakota Tavern favourites including The Beauties, Flash Lightnin', Sun K, Beams, Joel Stewart and the Future Hall of Famers, and The Rattlesnake Choir to name a few.
- A series of special "big band, small venue" secret shows
- The Dakota Tavern special edition anniversary shirts
- Music Project and Ipod for Memories representatives on hand to talk about their programs

"I feel really honoured to be a part of such a special fundraiser Hosted by one of the best venues in the land. The Dakota Tavern. The Dakota gang have made me feel entirely at home in Toronto in such a short period of time after moving to

the city. When Shawn and Andy first told me about the fundraiser I jumped at the chance. I too along with my family have seen the pain and hardship that Alzheimers can bring to a family so It's important to me to get to be a part of the fight and what better way to do it than through music." speaks Matt Mays

Tickets for the Matt Mays concert and upcoming secret shows are available via www.thedakotatavern.com

About the Music Project and Ipods For Memories

The Power of Music

Music can allow a person living with dementia to rediscover pleasure in the world. The Alzheimer Society Music Project, and ipods for Memories was created in response to overwhelming evidence showing the beneficial effects of music and stimulation on people living with dementia.

Through the Music Project and Ipods for Memories, personalized playlists are provided to support a person living with dementia and improve their quality of life. For information on the Music Project please visit www.musicproject.ca

About The Dakota Tavern

The Dakota Tavern is a live music venue, located at 249 Ossington Avenue in Toronto, ON. Since opening its doors in December of 2006, it has become a popular spot for musicians and music fans alike. The Dakota is proud to have been the beginning of the story for such artists as The Sheepdogs, The Arkells and The Strumbellas. Although it holds just 130 music loving patrons, the list of Canadian and International artists who have stomped the stage boards include Blue Rodeo, Gord Downie, Lyle Lovett, Steve Earle, Great Big Sea, Serena Ryder, and Broken Social Scene, to name a few.

For information on the upcoming events please visit www.thedakotatavern.com

Matt Mays, Shawn Creamer (The Dakota Tavern) and Sabrina McCurbin (Alzheimer Society of Toronto) are available to talk about this event.

For information and media requests please contact Shannon Kohlmeier at info@thedakotatavern.com

Follow the Dakota Tavern to stay up to date on the upcoming events:

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