

FOR IMMEDIATE RELEASE

**COMMUNITY EXCEEDS FUNDRAISING GOAL TO TRANSFORM
DEMENTIA CARE AT YORK CARE CENTRE**

Fredericton, NB, May 13, 2026 – The York Care Foundation is pleased to announce the successful conclusion of the **Tower Two Memory Care Campaign**, a fundraising initiative to enhance dementia care at York Care Centre. The campaign raised **\$220,000**, surpassing its original goal of **\$150,000**, thanks to the generosity of resident families, staff, individual donors, and community organizations.

The initiative supports the transformation of Tower Two into a more calming, home-like environment designed specifically for residents living with dementia. Renovation and enhancement work is now underway.

A pivotal moment in the campaign came with a **\$75,000 matching gift from the JT Clark Family Foundation**, which energized community support and significantly accelerated fundraising momentum.

“The response to this campaign has been extraordinary,” said **Geri Geldart, President and CEO of York Care Centre**. *“This level of support reflects how deeply our community cares about the well-being of our residents. Because of our donors and the leadership shown by the JT Clark Family Foundation, we are already seeing the beginnings of a space that better supports comfort, dignity, and quality of life.”*

The renovations focus on creating a therapeutic, familiar environment that reduces anxiety, encourages engagement, and enhances daily living for residents with dementia. For families, the impact is already being felt.

“The changes are remarkable, even at this early stage,” said the daughter of a Tower Two resident. *“I can already see a positive difference in my mother, she seems calmer and more comfortable, and that means everything to our family.”*

Gary Beattie, Chair of the York Care Foundation, emphasized the broader significance of the campaign’s success.

“Exceeding our goal allows us not only to deliver on the original vision for Tower Two, but to strengthen this space for the future,” Beattie said. *“We are deeply grateful to every donor who contributed.”*

The York Care Foundation expects the renovated spaces to be completed by Fall.

For more information about York Care Foundation and York Care Centre, please visit our website www.yorkcarecentre.ca or email us at communications@yorkcarecentre.ca.

About York Care Centre: *York Care Centre's mission is to lead and provide an enhanced quality of life through an individualized, person-centred approach for residents, families, and clients. York Care Centre provides excellence in long-term care and is a premier choice for individuals living with complex medical and cognitive needs, including dementia. York Care Centre's professional team is committed to preserving dignity, independence, and well-being while supporting families throughout every stage of care.*

About the York Care Foundation: *The York Care Foundation supports York Care Centre by raising funds to enhance resident care, improve facilities, and advance innovative programs that enrich quality of life. Through the generosity of donors, community partners, and volunteers, the Foundation invests in projects that go beyond core funding to ensure residents receive compassionate, high-quality care in a supportive and welcoming environment.*

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