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**ALIVE INSIDE: A SPECIAL FILM SCREENING IN NEW BERN**

*Alzheimer's Association Hosts Free Screening of Film About Effects of Music on Memory*

**New Bern, NC** – The Alzheimer's Association, in partnership with Home Instead Senior Care of New Bern, invites the community to a special screening of the award-winning film "Alive Inside" on the evening of Tuesday, February 3.

This stirring documentary follows social worker Dan Cohen, founder of the nonprofit organization Music & Memory, as he demonstrates music's ability to combat memory loss and restore a deep sense of self to those living with Alzheimer's and dementia.

The free screening of "Alive Inside," which will take place from 5:30 to 7:30 p.m. on February 3 at the Craven County Public Library at 200 Johnston Street in New Bern, will also feature refreshments. We ask that attendees please RSVP to (800) 272-3900 as seating is limited.

The screening is open to the entire community as a way to raise awareness of this methodology for enriching the lives of the senior population and celebrate the possibilities this brings for opening long-closed doors in the minds of those living with Alzheimer's and dementia.

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