



Historic Community Group in London Changes Name; Launches New Dementia Research Division

McCormick Home and Alzheimer Outreach Services also Launch Rebrand

May 3, 2016

London, ON – The organization that founded Parkwood Hospital, McCormick Home, Alzheimer Outreach Services and Wellspring London and Region is changing its name from the Women’s Christian Association (WCA) to the McCormick Care Group.

Founded in 1874, the McCormick Care Group has a long and remarkable history of providing compassionate care to the community. Under this new name, the organization is turning its attention to meeting the growing need for dementia care in our community.

This [rebrand effort](#) also involves changing the name of Alzheimer Outreach Services, Ontario’s largest specialized adult dementia day program, to McCormick Dementia Services. In addition, a new look has been launched for McCormick Home, a long-term care home that was founded by the Women’s Christian Association in 1892.

With the rebrand comes the launch of McCormick Dementia Research, a new research division committed to enhancing the model of dementia care through thoughtful and strategic research partnerships and collaborations.

“We are excited about our new look and the direction we are taking. We are also pleased to be bringing some consistency to our visual identity that can only help fortify our brand and enable us to better connect with those who would benefit from our services,” says Steven Crawford, chief executive officer of the McCormick Care Group.

“As we look forward, and with the strengths we are building in dementia care, we wanted to ensure that our identity was clear, inclusive and future focused,” says Sandra Letton, board chair of the McCormick Care Group. “We continue to hold in high regard the hard work and dedication of all those who have served our organization over the past 142 years. We particularly acknowledge with much gratitude and respect the members of the Women’s Christian Association whose foresight and courage enabled us to reach this milestone today.”

The logo’s intersecting arcs form a circle that is representative of McCormick Care Group’s three distinctive areas of support and service -- McCormick Home, McCormick Dementia Services and McCormick Dementia Research -- each working together to deliver a continuum of dementia care.

About McCormick Home:

McCormick Home was established in 1892, when the late Thomas J. McCormick built a home and donated it to the Women's Christian Association for the care of the elderly. The home cares for adults, primarily those with dementia, who require a range of personal and health services, and who are no longer able to live safely and independently in the community. The home creates an environment that encourages residents to be as active, independent and involved in life as possible.

About McCormick Dementia Services:

Since 1985, McCormick Dementia Services has been offering day programs for people challenged by dementia as well as support programs for their caregivers. The organization is committed to preserving the dignity and quality of life for those impacted by dementia and offers a program based on person-centred care.

About McCormick Dementia Research:

McCormick Dementia Research is committed to sharing, collaborating and engaging in research activity that enhances the lives of people living with dementia and their caregivers. Based in London, Ontario, McCormick Dementia Research was developed by the McCormick Care Group to formalize the organization's research interests toward improving the model of dementia care.

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Visit our new websites at:

www.mccormickcaregroup.ca
www.mccormickhome.ca
www.mccormickdementiaservices.ca
www.mccormickdementiaresearch.ca

Visit the McCormick Care Group historical timeline at:

www.mccormickcaregroup.ca/history-timeline



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