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Your Story...Simply Told™



FOR IMMEDIATE RELEASE:

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CLEVELAND, OHIO – Sept. 11, 2015 – ***SimplyTold™***, a new app for iPad users from a Cleveland-based tech start-up that helps families preserve intergenerational stories, debuts this month. Created by The Digital Mosaic™, the app will be launched at three Northeast Ohio Walk events held by the Cleveland Area Chapter of the Alzheimer's Association, as a social media communication tool.

Expected to attract more than 7,000 people, the Walks will be held on:

- **Sunday, September 13 at Lake Farm Park in Kirtland at 8:00 am**
 - *Presented by Lake Health*
- **Saturday, September 19 at All Pro Freight Stadium in Avon at 8:00 am**
 - *Presented by Kaplan's Furniture*
- **Sunday, September 27 at the Cleveland Metroparks Zoo at 7:30 am**

At each location, Walk participants will enjoy family friendly activities, among them the opportunity to use ***SimplyTold*** to talk about why they walk for Alzheimer's and why they support the organization. User videos will be available for public viewing as they're uploaded during the event at <http://alzclewalk2015.thedigitalmosaic.com> and through the Alzheimer's Association's social media channels to create an event-wide digital legacy.

The app and collaborative website were created by two Northeast Ohio technology companies, Blue Robot and Media-Schmedia, with content input from the Alzheimer's Association's Cleveland chapter to meet the special needs of users in various stages of the disease, and their caregivers.

For example, interview questions are designed to facilitate the needs of different stages of the disease to trigger long-term memory retrieval and story sharing by Alzheimer's patients. In addition to capturing stories for future generations, **SimplyTold** may have additional benefits for the five million Americans with Alzheimer's.

"Alzheimer's and dementia patients still have meaningful stories to tell despite their memory issues," says Digital Mosaic Founder and CEO Natalie Bauman. "Our tool helps people engage and connect, especially for those in early- and mid-stages of the disease." Bauman's hope is that people will find the app so easy to use that creating and watching the videos will become a highlight of family, volunteer and caregiver visits.

"SimplyTold has many potential benefits in senior living settings and in people's homes," she says. "Spontaneous moments such as singing, or storytelling, which families normally don't get to witness, can be shared. Families feel more connected when they see the day-to-day experiences, but can also record their own greetings and messages to be viewed by their loved one to provide comfort and relieve anxiety."

SimplyTold was recently approved for use by Apple and is available in the App Store. Bauman, a lifelong video producer and South Euclid resident, was a third place winner in the 2014 COSE Business Pitch Competition and a finalist in the 2014 Bad Girl Ventures Competition. Bauman recently won a bronze Telly Award for her documentary "The Remembering Project," which captured the stories of four Holocaust survivors from Cleveland, produced for Montefiore.

SimplyTold features include:

- Guided question prompts to help you choose what to talk about and then record stories one at a time
- A seamless, easy-to-use video capture and upload interface that eliminates technology headaches
- Password-protected storage and sharing on the Digital Mosaic website for safe digital storage and simple file-sharing
- Free trials, monthly, three-month and annual subscriptions, and topic or event-based "20 Question" packages available

SimplyTold is ideal for:

- Family storytelling including holidays, parties, life events, milestone celebrations, and family history gathering
- Community groups, schools, libraries, veterans, senior and hospice facilities
- In-home caregivers and hospice providers
- Non-profit advocacy and donor testimonials
- Business and organization testimonials, training and communication

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