

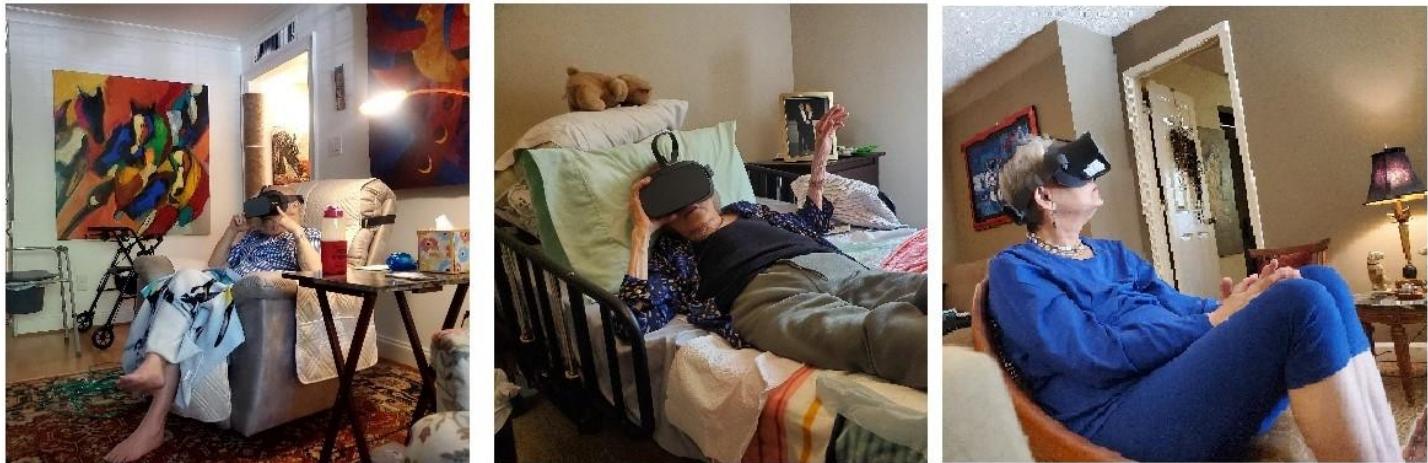
# Oy Vey VR Launches Empowerment University for Seniors

## A Transformative Program for Dementia Patients in Memory Care Communities

Atlanta, GA — 1/23/2025

**T**he Retreat at Sandy Spring, a Phoenix Senior Living innovator located in Atlanta GA, in partnership with Oy Vey VR, a 501(c)(3) charity that creates dementia patient therapy programs, is proud to introduce Empowerment University for Seniors (“Empower U”), a groundbreaking 12-week program designed specifically for dementia patients living in memory care long-term care communities. This pioneering initiative redefines what it means to live with purpose and fulfillment, offering residents a chance to reconnect with their passions and discover new ones.

Empower U is more than just a program; it's a movement to celebrate the individuality and potential of every resident. Through a variety of academic and personal enrichment courses, the program cultivates intellectual engagement, fosters routine, and nurtures a sense of accomplishment. By providing a bridge to the past and present while inspiring future discoveries, Empower U is a beacon of hope and innovation for families and caregivers alike.



“Our mission with Empower U is simple yet profound—to honor the dignity and unique capabilities of every resident,” said Jente Anderson, Activities Director at The Retreat at Sandy Spring. “Through this program, we’re not only enriching their daily lives but also ensuring they continue to feel connected, valued, and empowered.”

### Program Overview

- **Duration:** 12 weeks
- **Schedule:** Bi-Weekly classes, each lasting 1-2 hours
- **Themes:** Science, modern culture, world travel, and history
- **Technology and Materials:** Teacher-led instruction, video presentations, course handout materials, virtual reality (VR) headsets, custom tablets, and hands-on sensory materials, all to create an immersive learning experience.

### Weekly Course Outline

- **Week 1:** Morty’s Flashback Series – The Apollo 11 Moon Landing
- **Week 2:** Morty’s Animal Kingdom – The Origin of Man’s Best Friend – Dogs
- **Week 3:** Morty’s MasterClass Series – Let’s Remember The Beatles

- **Week 4:** Morty's Virtual Scuba Adventure – Swimming with Dolphins
- **Week 5:** Morty's MasterClass Series – A VR City Tour of London and Paris
- **Week 6:** Morty's Flashback Series – Stepping Back to the 50s (Final Exam: 50s Dance Party)

## Certificate Program

Each resident receives a framed certificate of completion, symbolizing their honorary degree in Senior Studies. The ceremony is a festive event with light refreshments, music, and an atmosphere of celebration and pride.

## Conclusion

Empowerment University for Seniors is more than just a program; it is a journey of rediscovery, connection, and joy. By combining innovative technology, sensory engagement, and meaningful social interaction, Empower U transforms ordinary days into extraordinary experiences for memory care residents. It is a testament to the belief that learning and growth have no age limit and that every individual deserves the opportunity to shine.

## About The Retreat at Sandy Spring:

As part of Phoenix Senior Living's commitment to innovation and excellence, The Retreat at Sandy Spring is dedicated to improving the quality of life for its residents through personalized care and innovative programming.

## About Oy Vey VR:

Oy Vey VR is a leader in immersive virtual reality solutions for senior care, dedicated to creating meaningful experiences that promote cognitive and emotional well-being.

For more information about Empowerment University for Seniors or to schedule a visit/demo, please contact Stuart Steiner at 404-569-7254 or [stuart@nstarcom.com](mailto:stuart@nstarcom.com).



## Course Schedule for Empowerment University for Seniors (Empower U)

Introduction: Empowerment University for Seniors, affectionately known as Empower U, is a transformative 12-week program designed specifically for seniors in long-term care communities. At its core, Empower U seeks to provide these cherished residents with a sense of purpose, engagement, and accomplishment through a variety of academic and personal enrichment courses.

### ~ Weekly Course Outline ~

**Week 1 - Morty's Flashback Series – The Apollo 11 Moon Landing** - *The Apollo 11 Moon Landing MasterClass* invites seniors to relive one of humanity's most awe-inspiring achievements: the first manned mission to the Moon. This engaging educational class combines vivid storytelling, immersive

multimedia, and interactive discussions to transport participants back to July 20, 1969, when Neil Armstrong and Buzz Aldrin made their historic lunar steps. space exploration.

**Week 2 – Morty’s Animal Kingdom – The Origin of Man’s Best Friend – Dogs** - a captivating MasterClass that takes seniors on a journey through the history and evolution of humankind’s loyal companions. From their ancient beginnings as wild wolves to their domestication and role as trusted allies, participants will explore how dogs became “man’s best friend.” Through engaging lectures, multimedia presentations, and heartwarming stories, this class delves into the science, culture, and emotional bonds that have shaped our relationship with dogs across millennia.

**Week 3 - Morty’s MasterClass Series – Let’s Remember The Beatles** - an unforgettable MasterClass that takes seniors on a nostalgic journey through the rise of the world’s most iconic band. From their early days in Liverpool to their groundbreaking albums and cultural impact, participants will relive the magic of Beatlemania. Through lively discussions, rare footage, and timeless music, this course explores the stories behind their greatest hits, their influence on the 1960s, and their enduring legacy. Perfect for music lovers and fans alike, this class celebrates the creativity, charisma, and genius of John, Paul, George, and Ringo.

**Week 4 - Morty’s Animal Kingdom – Discovering Dolphins** - a fascinating MasterClass that dives into the world of one of the ocean’s most intelligent and playful creatures. Seniors will explore the biology, behavior, and unique social structures of dolphins, learning about their communication skills, acrobatics, and interactions with humans. Through captivating videos, expert insights, and engaging discussions, participants will uncover the mysteries of these remarkable marine mammals and their vital role in ocean ecosystems. Perfect for animal lovers and ocean enthusiasts, this course offers a delightful glimpse into the lives of dolphins and the wonders of the deep blue sea.

**Week 5 - Morty’s MasterClass Series – A VR City Tour of London and Paris** - an immersive class that brings the charm and history of two iconic cities directly to seniors through the magic of virtual reality. Participants will explore the bustling streets of London, marveling at landmarks like Big Ben and Buckingham Palace, before strolling through the romantic avenues of Paris, with stops at the Eiffel Tower and Notre-Dame Cathedral. This guided experience combines stunning visuals, rich storytelling, and cultural insights to create an unforgettable journey across these two European capitals—no passport required! Perfect for travelers and history buffs, this class offers a virtual adventure filled with discovery and delight.

**Week 6 - Morty’s Flashback Series – Stepping back to the 50s (final exam 50s Dance Party)** – a nostalgic journey that takes seniors back to the vibrant decade of rock ‘n’ roll, soda fountains, and poodle skirts. This engaging class explores the culture, music, fashion, and iconic moments that defined the 1950s. Participants will reminisce about favorite tunes, classic cars, and the golden age of television while sharing their own cherished memories.

**Certificate Program:** Each resident receives a framed certificate of completion of their honorary degree in Senior Studies.

**Enrollment Requirements:** No fees or tuition. Talk with your activity staff to enroll.