



# OLLY, OLLY OXEN FREE

Based on real events, **Olly, Olly Oxen Free** is a touching story about the day the fog of dementia lifted for Max Jones, and he remembered. The story centers on Max, his wife Mary, their granddaughter Jessica, and how Satchmo's rendition of "What a Wonderful World" turned what began as "just another day of heartbreak" (where Max has the communication skills of an infant) into a "day of celebration!"

In just over two minutes, they experienced the magical power of music, and that changed everything. For the first time in years, there are smiles in the room, there is life in Max's eyes. And they all agree that they will never go another day without music or the **musicories** app.

A MUSICORIES PRESENTATION  
SEPTEMBER 9, 2017



This is Max.

A few minutes from now Mary,  
his wife of fifty-two years, and  
Jessica, his granddaughter, are  
going to help him do something  
he has not done in years . . .

The image is a composite. On the left side, there is a close-up, profile view of an elderly man's face, looking towards the right. His skin is wrinkled, and his expression is contemplative. On the right side, there is a dark, tunnel-like structure with multiple arches. A bright light is visible at the end of the tunnel, creating a strong contrast with the dark interior. The overall mood is somber and reflective.

**REMEMBER**

REMEMBER





Until then, Max's memory remains trapped in the fog of dementia. His reply to the simple question, "What were your parents like?" brings his wife to tears:

"Anybody would, hardly have a would, have a hard time, with a less than."




Max's disjointed answer is a stark reminder of just how busy **dementia** has been over the past three years, dutifully **redacting every memory that it finds**. Leaving Max with little more than random words and scraps of emotions.





Nonetheless, there are memories that **dementia** has yet to find. Memories that would **kick butt** at hide-and-go-seek. And just like in hide-and-go-seek (where you can call everyone out of their hiding spots) there is a way to bring Max's memories out from hiding as well.



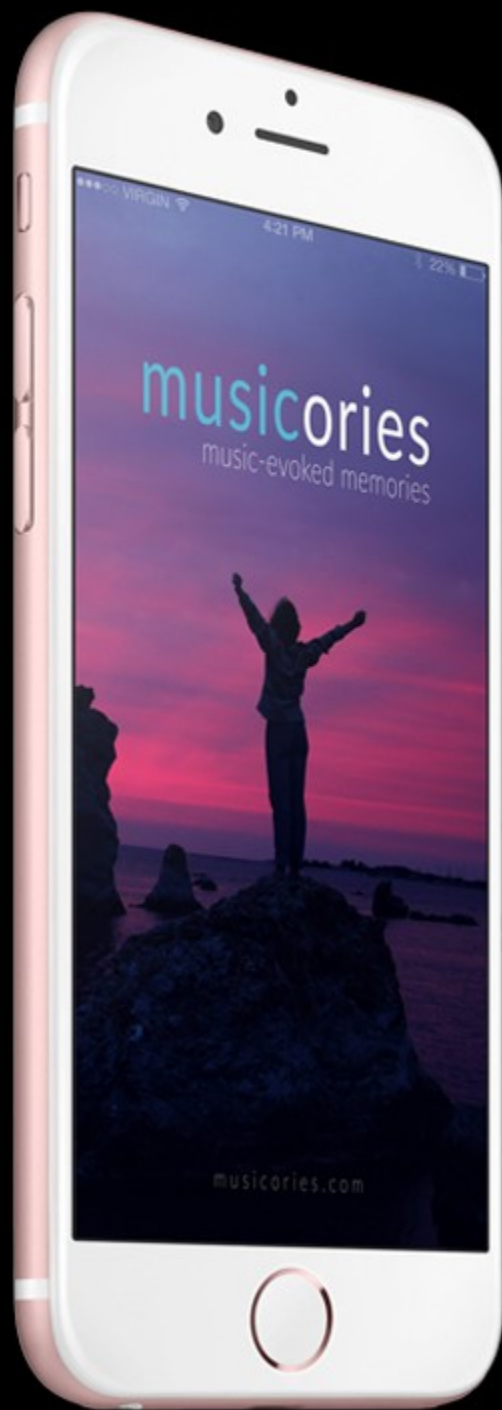
But, instead of shouting  
"Olly, olly oxen free,"

YOU PLAY

**MUSIC**

MUSIC

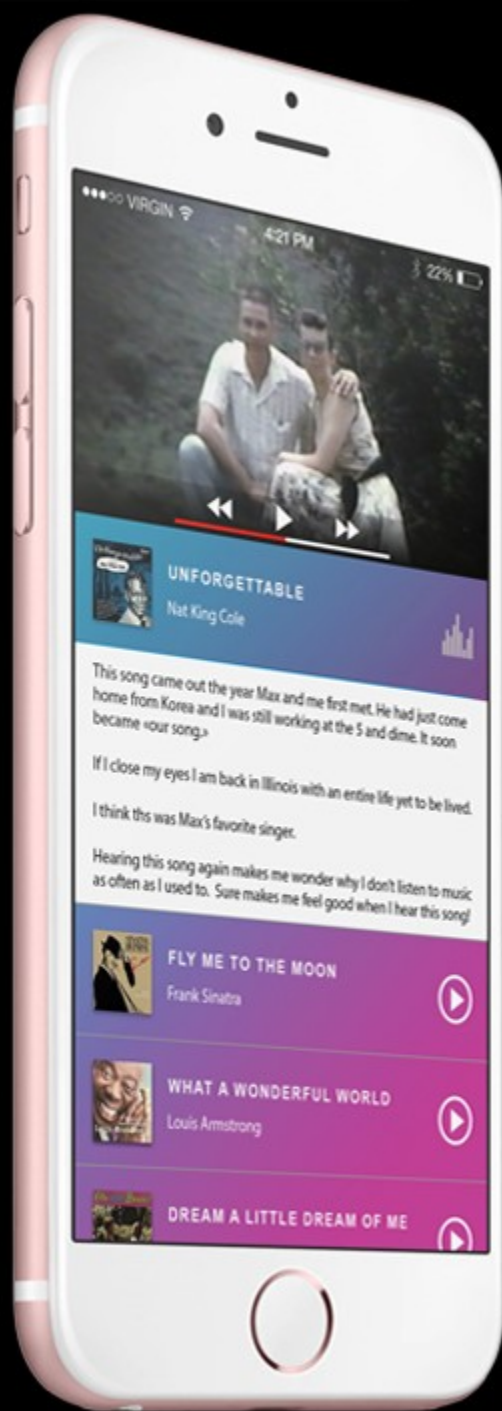




Earlier today, after researching “Music and Dementia” and watching some amazing videos on YouTube, Jessica installed the musicories app on her phone.

And in no time (with help from the app’s ReDiscover feature and input from grandma), Jessica had created a playlist of her Baboo’s favorite music.





Each song they added coaxed a smile from Mary. A handful of them brought the occasional tear as well.

Mary loved being able to add photographs and comments to each song. And Jessica totally got why music had always been playing at her grandparent's house—those songs defined their lives.



From Nat King Cole to Vaughn Monroe, when one of their favorite songs play, her grandparents literally **step back in time**.

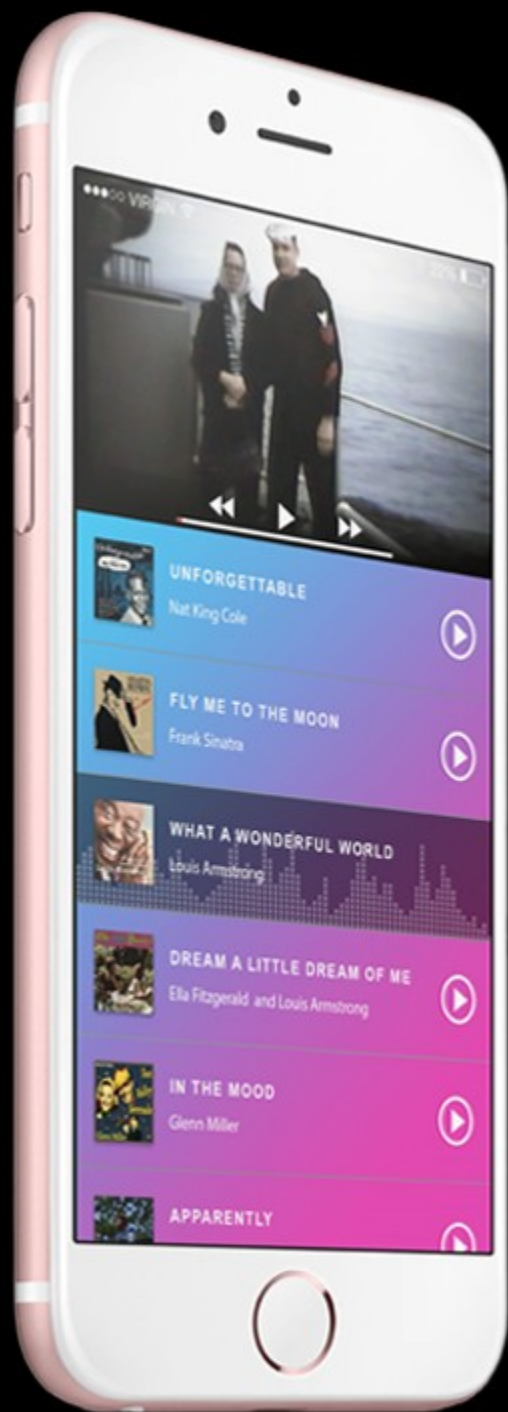
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And now, **the moment of truth**.

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Jessica hands Baboo her phone and selects "What A Wonderful World." (**His favorite song.**)





Almost immediately, Max starts moving his head to the beat and then . . . he begins to sing!

He looks right at Mary and belts out,

“And I think to myself . . .  
what a wonderful world.”

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There's not a dry eye  
in the room.



"Max, what were your parents like?"

"Well, my mom was a good mama. Her name was Betty. And let me see what was dad?" Max pauses for less than a second and then says, "Charles! Dad was Charles."







“OLLY, OLLY OXEN FREE!”

After listening to a song from his youth, some of Max's memories were able to break through the fog and he remembered.

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“OLLY, OLLY OXEN FREE!”

Max holds up the phone and asks, “How did they get a picture of Sweetums and me in here?”

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“OLLY, OLLY OXEN FREE!”

Time to add more songs to the **musicories** app and remember.

This project began in August of 2017 as a way to share “music evoked memories” with my friends. I wanted a way to discover what Phil recalled when he heard The Godz or what Allan recalled when listening to Cheap Trick or what Pete recalled when listening to Pink Floyd.

I also wondered if anyone else used music to change their mood or to help them focus. Am I the only one that cleans house to Dire Straits? Or codes to Jean Michel Jarre? Or cleans the garage to Kiss? Or is it something we all do?

Unable to find an app or website where I could share my music memories, I began musicories, creating a simple tool for sharing the songs I love and the memories and emotions those songs evoke. While doing this, I came across volumes of research on how music is being used to heal stroke victims, and rejuvenate dementia patients. I was blown away by the organization Music & Memory and how they are getting personalized music into the lives of the elderly or infirm and the amazing things that they have accomplished.

## WATCH MUSIC CHANGE LIVES



How **Personalized Music Playlists** Help Alzheimer's Patients

Man In Nursing Home **Reacts** To Hearing Music From His Era





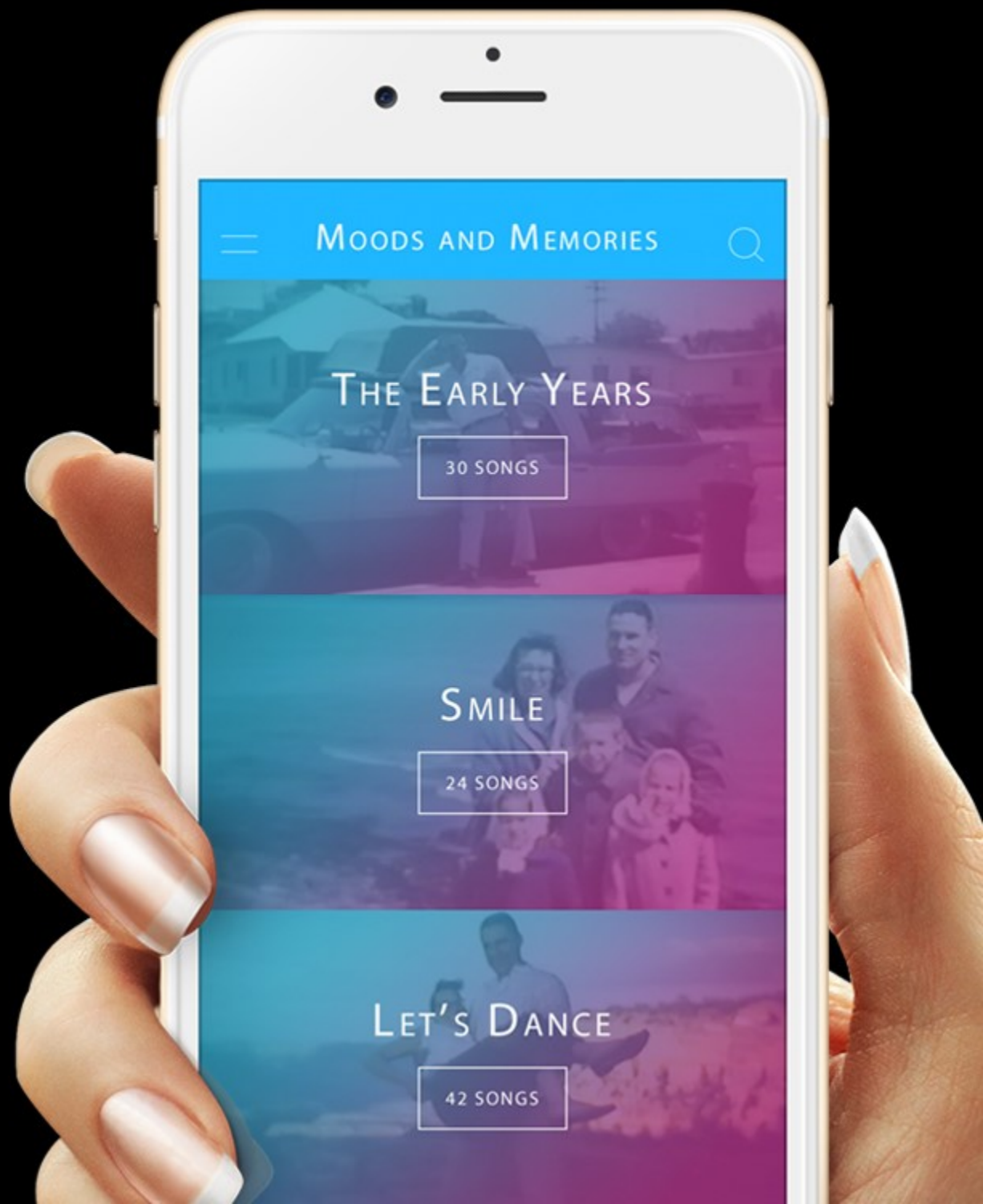
# musicories

music evoked memories

I also saw this larger opportunity to add photographs and stories to the music and create **music diaries** that were easy to share (something that currently is not available anywhere else).

I would love to know what songs made my grandfather smile (and why). What song reminded him of grandma? His first job? What music made it impossible for him to sit still?

**Musicories** goal is to make it so easy for **everyone** to record and share their music evoked memories, that it becomes part of the culture, something to be handed down through the generations.



## ✓ Support Us

Help us launch the musicories app by contributing through Kickstarter or directly on our website.

## ✓ Give Us Feedback

Let us know what you think about musicories. Ask questions . . . lots of questions. Tell us what we're missing.

## ✓ Create a Playlist

We need playlists with memories and photographs to use for testing. We would love to have yours.

## ✓ Become an Ambassador

We need an army of supporters out in the world spreading the word.

**Come on, Join in on the Fun.**

We're all about  
to feel 18 again!

