



STARTUP

## START-UPS

Supporting people living with dementia isn't easy. And neither is breaking into the Canadian market. As the exclusive Canadian provider of the Virtual Dementia Tour, an experiential dementia training program, Grier Dementia Training chose Lytton to support its Canadian launch. Our work included content and design for a new bilingual website, new marketing collateral and presentation templates, trade show banners and an online store.

### RESULTS:

Today, Kim Grier is one of Canada's leading dementia care trainers.