

NEWS RELEASE



Touchmark at Mt. Bachelor Village

FOR IMMEDIATE RELEASE

September 17, 2009
For further information:
Melanie Snow
(541) 383-1414
MJS3@Touchmark.com

Brain expert to visit Touchmark and share how to maintain and improve memory

BEND, Ore. — Research shows that older adults can grow new brain cells, which can help improve cognitive function. The public is invited to learn more about these exciting breakthroughs Friday, Oct. 9. Associate Professor of Psychology from Western Oregon University Robert Winningham, Ph.D., will present “Use It or Lose It: How We Can Maintain or Even Improve Our Memory Abilities.” Later that day, Dr. Winningham will present an Interactive Memory Enhancement Workshop.

There is no charge for the presentation and workshop, which will be held at Touchmark at Mt. Bachelor Village, 19800 S.W. Touchmark Way in Bend. The presentation will be at 11 a.m., and the workshop will start at 2 p.m. As seating is limited for both sessions, people need to RSVP by calling (541) 383-1414.

During the presentation, people will hear the latest research on maintaining and maximizing memory, learn what lifestyle factors affect cognitive wellness and gain practical ideas for enhancing memory. The workshop will offer opportunities for people to implement the morning’s learning with memory-enhancing exercises.

“Dr. Winningham has studied memory for 15 years and will bring truly life-improving information to this presentation,” says Touchmark Life Enrichment/Wellness Director Melanie Snow, who has attended Dr. Winningham’s Cognitive Training Workshop and received her Geriatric Wellness Instructor certification.

For more information, people can call (541) 383-1414.

Winningham is the chair of Western Oregon University’s Psychology Division. His research has particularly focused on older adults and memory. Dr. Winningham has given more than 300 presentations on memory and aging. His book, “Train Your Brain,” comes out this fall.

Located along the Deschutes River, Touchmark at Mt. Bachelor Village provides a range of homes and lifestyles. The retirement resort also offers Touchmark Home Services and the on-site Touchmark Rehabilitation & Balance Center. Touchmark has received two awards from the National Association of Home Builders. In 2009, it received a gold award (the highest given) for Best Independent Living Community. In 2005, it received the highest award in the “for-sale condominiums” category.

- end-