

# NEWS Release



## Touchmark at Mt. Bachelor Village

**FOR IMMEDIATE RELEASE**

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### **“IS LAUGHTER REALLY THE BEST MEDICINE?”**

BEND, Ore. — The start of a new year is as good a time as any to begin including daily doses of humor and laughter in your life. People often forget to take advantage of these two free coping mechanisms that can make a real difference in the quality of our lives. In an article just published in the *Journal on Active Aging* (vol. four, issue six), Marge Coalman, EdD, Wellness & Programs director for Touchmark, highlights the difference between these two resources for well-being.

“Laughter is a physical phenomenon, while humor is a perceptive belief,” says Coalman. After reviewing the research in this area, Coalman points out that laughter causes individuals to enter a positive emotional state that can boost the immune system by elevating antibody levels in the body. On the other hand, humor provides mental stimulation that can improve one’s mood, sometimes lasting for a prolonged period.

“Think of humor this way,” says Coalman. “If life hands you lemons, make lemonade.”

According to Coalman, laughter and humor are among the best and most holistic medications people can use to stave off illness, reduce stress and increase positive immune-system responses to the hazards of living in a stress-filled world.

With the new year beginning, resolve to include daily doses of humor and laughter in your life. For a copy of Coalman’s article, visit <http://www.touchmark.com/MAC-IsLaughterReallyTheBest.pdf>.

Coalman oversees Touchmark’s Health & Fitness Clubs, Life Enrichment & Wellness Program and assisted living and memory care programs. An internationally recognized speaker and writer, she just returned from making two presentations at the Active Aging conference, held in Florida. The first highlighted

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what those in the health and fitness industry and retirement communities must do to find, train and keep key employees. Her second presentation provided information regarding the use of exercise to cope with depression.

Touchmark at Mt. Bachelor Village was launched in 2002. Phase 1, which includes the River Lodge and single-family homes, is complete. Work is now under way on Phase 2, which will include a Cliff Lodge along the Deschutes River (similar to the River Lodge) and a Terrace Lodge that will offer numerous hospitality amenities and other services. The resort-style retirement community received a Platinum Award (the highest award presented) from the National Association of Home Builders (NAHB). The award was given in the “for-sale condominiums” category and acknowledged the creative design of Touchmark at Mt. Bachelor Village.

A leader in planning, building and operating resort-style retirement communities for those 55-plus, Touchmark communities are located in eight states and a Canadian province. The company was established Nov. 10, 1980.