

NEWS RELEASE



Touchmark at Mt. Bachelor Village

FOR IMMEDIATE RELEASE

September 4, 2008

For further information:

Melanie Snow

(541) 383-1414

Touchmark celebrates Active Aging Week
Public invited to participate in fun, healthy activities

BEND, Ore. — In honor of Active Aging Week, Touchmark invites people to participate in Women’s Health Day Wednesday, Sept. 24. There is no charge for the event, which will be held at Touchmark Mt. Bachelor Village, 19800 S.W. Touchmark Way in Bend. The celebration will include several activities focused on women’s well-being:

- **11 a.m.:** “Breast Health Awareness,” presented by Community Breast Cancer Educator Lizzi Katz from the Sara Fisher Breast Cancer Project;
- **1 p.m.:** “Women’s Bone Health: osteoporosis vs. osteoarthritis and how to stay fit for better bone health,” by Viviane Ugalde, M.D., physiatrist from The Center;
- **2 to 3:30 p.m.:** Balance assessments on the Balance Master[®]. Touchmark Rehabilitation & Balance Center Director Jennifer Troth, MPT, will perform assessments.

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

“We designed this event to help people gather useful information that can assist them in achieving healthy, fuller lives,” says Touchmark Life Enrichment/Wellness Director Melanie Snow. “It’s clear that the key to living longer — and better — is to stay active. Several recent studies have shown there’s a strong relationship between physical activity and mental acuity, and other research links social connectedness to healthy aging.”

A recent article in “The Journal on Active Aging” supports this connection. Touchmark Vice President of Wellness & Programs Marge Coalman, Ed.D., writes in the July/August issue

- more -

that “individuals engaged in the greater good of all ... are experiencing a better quality of life as they age.”

Her article, titled “Enrich the lives of older adults through civic engagement,” highlights the benefits of social involvement, provides several examples and offers tips to supporting civic engagement work.

“Along with other avenues such as lifelong learning and creativity, civic engagement offers considerable life enrichment opportunities for older adults. These pathways to improved health and well-being encourage people to lead fuller, more satisfying lives.”

The full article can be seen at TouchmarkBend.com/common/pdf/civic-engagement-enrich-lives.pdf.

Now in its sixth year, Active Aging Week is the annual health promotion event organized by the International Council on Active Aging. The event is held each year during the last full week of September throughout Canada and the U.S. and is designed to promote healthy and active lifestyles.

Touchmark at Mt. Bachelor Village offers retirement living with a range of homes and lifestyle options plus numerous amenities and services, including Touchmark Home Services and the on-site Touchmark Rehabilitation & Balance Center. In 2008, Touchmark received an award from the Health Promotion Institute for Let Your Spirit Soar, a component of the Life Enrichment/Wellness program.