

NEWS RELEASE

Touchmark



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Touchmark Life Enrichment/Wellness program receives national award

BEAVERTON, Ore. — The Health Promotion Institute—a part of the National Council on Aging—has presented Touchmark with a Best Practice award for its Let Your Spirit Soar campaign, a component of the Touchmark Full Life Wellness & Life Enrichment Program.

The award recognizes a program, initiative, or service that enhances the health and wellness of older adults. Award-winning entries are evaluated based upon need assessment, innovation, collaborative partnerships, implementation procedures and outcome evaluation. Touchmark was one of three organizations selected from more than 100 nominations throughout the United States. The winners were recognized at the 2008 annual conference of the National Council on Aging and the American Society on Aging in Washington, DC.

The Let Your Spirit Soar program is designed to showcase the strengths, talents and skills of Touchmark residents and staff in the area of lifelong learning and creativity. Several elements make it unique and innovative. In addition to the resident and staff recognition, the program supports the Touchmark Foundation, builds relationships with individuals and institutions from the broader community and communicates the vibrancy of today's older adults.

Specific aspects of the program include:

- Note cards featuring resident art submissions in all media forms (e.g., paintings, carvings, needlework, and pottery). Sales of the note cards benefit the nonprofit Touchmark Foundation. One selected card from the series is sent with a message from Touchmark's founder and CEO to every new resident who moves into a Touchmark community.
- A calendar featuring photographs of residents and staff engaged in specific areas of the Life Enrichment/Wellness program at all Touchmark locations.
- Submissions of poetry/prose/photos/recipes are run in each community's newsletter and correspond with the monthly Life Enrichment/Wellness theme.

Jan Montague is vice president of Community Life, Wellness and Applied Research at Lakeview

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Village in Lenexa, Kansas, and a member of the Health Promotion Institute advisory board that reviewed all nominations for the Best Practice award. For 10 years, she owned and managed a chain of fitness centers and has consulted with nearly 100 senior living communities, hospitals and other firms, and she says Touchmark's program is exemplary.

"Touchmark is truly a trailblazer of wellness. It is one of the few organizations that really *live* wellness. It's almost as if they've looked in a crystal ball that others don't have." Montague goes on to note that Touchmark gives resources to make their program real. "This commitment reflects the company's attention to every detail in everything they do."

The Touchmark mission — to enrich people's lives — guides the company's decisions and programs. The Let Your Spirit program was created as an outgrowth of Touchmark's Life Enrichment/Wellness program, which was developed by Marge Coalman, EdD, Touchmark vice president of Wellness & Programs.

"As part of our ongoing Life Enrichment/Wellness program, Touchmark makes a concerted effort to reach out to community partners in the broader community. These partners include professionals from local universities and colleges, senior centers, park and recreation districts, and other resources. Of course, our primary partners are the residents who live in Touchmark communities," says Coalman.

About Touchmark

Touchmark was established in 1980 and is a leader in planning, building and operating communities for those 55-plus years. Located in eight states and a Canadian province, Touchmark communities provide a broad range of homes and lifestyle options. Touchmark Health & Fitness clubs are open to the public and serve people ages 40-plus.

About Health Promotion Institute

The Health Promotion Institute is one of several constituent groups of the National Council on the Aging. It is devoted to promoting optimal quality of life for older adults by providing leadership, expertise and opportunities for innovation to all individuals and organizations interested in promoting health.

About National Council on Aging

The National Council on Aging's mission is to improve the lives of older Americans. Its programs help older people remain healthy and independent, find jobs, increase access to benefits programs and discover meaningful ways to continue contributing to society. A charitable organization with a national network of more than 14,000 organizations and leaders, the Council was founded in 1950 and is based in Washington, DC.