

# NEWS RELEASE



**For immediate release**

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## **Memory Care Expert to Speak on “Training Your Brain”** *Dr. Rob Winningham to speak at Touchmark at Meadow Lake Village*

Meridian, IDAHO — Touchmark is hosting memory care expert Dr. Rob Winningham for a presentation on “Train Your Brain: How We Can Maintain or Even Improve Our Memory Abilities” There is no charge for this event, which will be held at Touchmark at Meadow Lake Village, 4037 E Clocktower Ln, Meridian on June 28 at 2 pm in the Grand Lodge.

There is mounting evidence that lifestyle factors, including staying mentally active, can delay or even prevent memory problems. Dr. Winningham will discuss recent research related to the use it or lose it theory of memory and aging. In addition, he will discuss the effects of physical exercise, nutrition, and social support on the likelihood of developing memory problems.

With nearly 20 years’ experience researching mental health and aging, Dr. Winningham’s work spans applied memory care, cognitive stimulation and other aspects relating to the brain. He is the co-founder of “MemAerobics,” a cognitive intervention to improve memory ability and reduce depression in older adults. He is a professor and chair of the Psychology Division at Western Oregon University. He has also published numerous peer-reviewed articles on cognition and aging. A limited number of his book, *Train Your Brain: How to Maximize Memory Ability in Older Adulthood*, will be available for purchase at the event, and he is available to sign books.

Dr. Winningham’s presentation appropriately comes on the heels of Touchmark’s opening of the Owyhee Lodge, which provides memory care and additional assisted living services. The lodge’s art, furniture and architecture are designed to stimulate the minds of people with dementia, and every design element down to the paint color is selected with the intent to evoke memories and a sense of familiarity in those who live there. His presentation also precedes the opening later this summer of the Targhee Lodge, which will offer lodge homes for people seeking an independent, full lifestyle.

The take-home message will be optimistic and motivating: “There are many practical things that all of us can do to maximize our memory abilities,” says Dr. Winningham.

Seating is limited. To reserve a seat, please call 208-888-2277. Touchmark is located off Franklin and Eagle Road in Meridian, just east of St. Luke's Medical Center.

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**About Touchmark at Meadow Lake Village:**

At more than 100 acres, Touchmark at Meadow Lake Village is an award-winning retirement community offering a range of homes and lifestyle options. More information is available at [Touchmark.com](http://Touchmark.com).

**About Dr. Rob Winningham:**

Dr. Winningham received his Ph.D. in Neuroscience from Baylor University. He makes regular television and radio appearances on cognition and memory care, and his expertise in gerontology makes him a favorite speaker for conferences and workshops about cognition and dementia. He is a professor and chair of the Psychology Division at Western Oregon University, where he oversees both the Psychology and Gerontology departments.

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