



For immediate release

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Coach Broyles Alzheimer's advocacy focus of Touchmark presentation Aug. 15

EDMOND, Okla. – Touchmark at Coffee Creek will host a special presentation Friday, Aug. 15, featuring Betsy Broyles Arnold on person-centered care and Alzheimer's disease.

Arnold, CEO of the Broyles Foundation, is the daughter of legendary University of Arkansas Coach Frank Broyles, who retired this year after 55 years with the Razorbacks.

The family founded the Broyles Foundation after Coach Broyles' wife and Betsy's mother, Barbara, succumbed to Alzheimer's after 59 years of marriage. The Foundation seeks to support caregivers and share information with families striving to provide compassionate care to their loved ones.

Arnold's presentation is scheduled for 2 p.m. Aug. 15 at Touchmark, 2801 Shortgrass Road, in Edmond. Seating is limited, and an RSVP to 405-340-1975 is recommended. Appetizers and refreshments will be served.

Betsy and twin sister Linda were her mother's primary caregivers. After their mother died, Coach Broyles wanted to write a book for caregivers. Betsy, Linda and her father realized that the knowledge they had acquired could be valuable to others dealing with the pain of Alzheimer's and dementia. Together, they produced the "Coach Broyles Playbook for Alzheimer's Caregivers."

As part of the presentation, Touchmark will present a \$250 donation to the Broyles Foundation as it works to raise awareness about elevating the level of care for those living with Alzheimer's.

Broyles and her granddaughter, Molly Arnold Gay, will also present 9-10:30 a.m. Aug. 16 at Crossings Community Center, 2208 W. Hefner Road. Their topic is "Don't Let the Alzheimer's Game Beat You."

About Touchmark at Coffee Creek

A full-service retirement community, Touchmark at Coffee Creek offers a wide range of homes and lifestyle options and is located at 2801 Shortgrass Road, just off Covell. Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. For more information, contact Touchmark at 405-340-1975 or visit TouchmarkEdmond.com.

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