



FOR IMMEDIATE RELEASE

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Touchmark staff mark The Longest Day with wellness and fundraising for Alzheimer's Association

BEAVERTON, Ore. —Touchmark staff, family and friends welcomed summer by taking part in the annual Alzheimer's Association celebration. The Longest Day is designed to help raise awareness for the Alzheimer's Association and to symbolize the daily challenges and journeys of those living with dementia and their caregivers. Locally, Touchmark raised nearly \$600 for the Oregon Chapter.

Touchmark team members throughout its 11 retirement communities in the U.S. and Canada wore purple and participated in activities that incorporated the seven dimensions of wellness: Emotional, Environmental, Intellectual, Occupational, Physical, Social, and Spiritual. At Touchmark's central office, team members cleaned up litter on a walk, did tai chi in Griffith Park, held a barbecue and welcomed Eileen Kravetz, development director of the Alzheimer's Association's Oregon Chapter.

"We are so appreciative of Touchmark's efforts to honor the 62,000 people statewide with Alzheimer's and their caregivers on The Longest Day," says Kravetz. "Touchmark pulled together a fun day of creative events to help support our goal to one day end Alzheimer's disease."

Touchmark Executive Vice President Brian Pryor was one of many who took part in The Longest Day events. "This is an important time in our understanding of the brain and dementia. Growing research clearly links positive lifestyle habits and wellness to improved brain health and reduced risk of cognitive issues. Incorporating wellness activities into each day can have a positive effect on brain health in the short term and future," says Pryor.

Touchmark has long supported the work of the Alzheimer's Association, including participating in the Walk to End Alzheimer's and holding numerous fundraisers in support of local chapters and research. For more information on the Alzheimer's Association and local opportunities to get involved, see www.alz.org.

About Touchmark

An award-winning company, Touchmark builds and operates full-service retirement communities and has been a leader in retirement living for more than 35 years. Currently, there are 11 communities in eight states and a Canadian province. Two more communities are under construction in the U.S. All Touchmark communities offer a continuum of care and services through multiple levels of licensed care, supporting residents to their highest level of independence. More information is available at Touchmark.com.

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