



**For immediate release**

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## **Touchmark invites public to celebrate The Longest Day, raise awareness of Alzheimer's in South Dakota**

SIOUX FALLS, S.D. – Summer solstice, the longest day of the year, will be celebrated with a series of events at Touchmark at All Saints to raise awareness about Alzheimer's disease. For those living with the disease and their families, every day can feel like the longest day. South Dakota leads the nation in deaths due to Alzheimer's disease, and Touchmark is working with the Alzheimer's Association to raise funds and increase understanding about this growing disease that has no cure.

On Wednesday, June 21, the public is welcome to start the day with a walk at sunrise — 5 a.m. — with Touchmark residents and team members at Arrowhead Park.

Throughout the day, the following activities will be held at Touchmark and are open to the public:

8 a.m. Prayer circle for those living with Alzheimer's disease

9 a.m. All Saints neighborhood cleanup

11 a.m. Brain-healthy cooking demonstration with Executive Chef Clinton Paquette

3 p.m. TED talks and discussion about Alzheimer's disease

4 p.m. Piano duet performance

6 p.m. Memory Care Support Group, led by Cindy Genzler, RN, Memory Care Nurse Manager

Also at Touchmark, from 5 a.m. to 8:30 p.m., the public can participate in The Longest Walk. This fundraiser invites participants to walk on a treadmill to end Alzheimer's. Aerobic exercise is a vital component of brain health, and funds raised go directly to the Alzheimer's Association. Individuals may also sign up to share their time and talents at the memory care volunteer booth

The day will close at 8:30 p.m. with a nature walk and sunset viewing at Falls Park.

The public is invited to all events at no cost. Touchmark is located at 111 W 17th Street. RSVP and learn more by calling 605-335-1117.

### **Additional memory care services available**

Touchmark has just added 32 private studios with full bathrooms, which are divided between two neighborhoods. The design draws on the latest research for supporting personal interaction and providing a comfortable and secure environment for people experiencing memory loss.

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TOUCHMARK AT ALL SAINTS  
*Full-service Retirement Community*  
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Creating neighborhoods provides a homelike setting. Each neighborhood has its own kitchen, living room and areas for dining, activities, music and art. Every private studio home has its own private bathroom with roll-in shower. In addition, there is a secure outdoor courtyard as well as a commercial laundry.

The warm, open settings include electric fireplaces, bookcases, carefully selected artwork and other touches that evoke the familiarity and comfort of home. Each neighborhood also includes a whirlpool bathing room and family meeting room. The two neighborhoods share a solarium, and a hair salon is nearby.

Touchmark's memory care services are certified as a Best Friends™ Environment, an industry-leading approach developed specifically to care for people with dementia. It is person centered and based on the understanding that personal relationships are supremely important to the well-being of someone living with a dementia disease.

Touchmark also is a Music & Memory<sup>SM</sup> Certified Care Community, using the power of personalized music to enhance the lives of people living with dementia. Additionally, staff are certified TimeSlips™ facilitators. TimeSlips is a therapeutic storytelling tool designed for individuals living with Alzheimer's disease and other age-related dementia.

"This addition provides even more support to families looking for a nurturing environment for their loved one living with a dementia disease, and we continue to innovate to provide a full life." says Touchmark Executive Director Amanda Snoozy.

Architects are LRS Architects and Joseph Billig, AIA, Senior Vice President of Touchmark Development & Construction. Rick Wessell, Senior Vice President and Director of Construction for Touchmark Development & Construction, has overseen the expansion. The contractor is Baxter Construction.

Touchmark's existing memory care neighborhoods are being remodeled and will be ready near the end of 2017.

Alzheimer's disease currently affects more than 5 million people in the U.S. Another person develops the disease every 66 seconds, and it is the sixth leading cause of death in the country, according to the Alzheimer's Association. The Association annually designates The Longest Day as a national event to promote awareness of the disease.

A full-service, award-winning retirement community, Touchmark offers a range of apartment homes and lifestyles on the site of the historic All Saints School, which was built in 1884. The expansion will be completed next month and is the final phase of a master plan begun decades ago when Touchmark acquired and began redeveloping the site of the former School. More information is available at [Touchmark.com](http://Touchmark.com).

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