

NEWS RELEASE



Touchmark at Coffee Creek

For immediate release

Sept. 19, 2011

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Daughter's story highlights urgency of inaugural World Alzheimer's Action Day and World Alzheimer's Month

EDMOND -- Touchmark at Coffee Creek staff and residents are participating in World Alzheimer's Month as well as joining the inaugural worldwide observance of Alzheimer's Action Day Sept. 21.

Touchmark's Prairieview Memory Care Residences opened its final of four neighborhoods this summer.

The special day of observance is part of World Alzheimer's Month, sponsored by the Alzheimer's Association. Other activities across the United States and worldwide are planned throughout the month.

The Association is urging anyone affected by Alzheimer's to participate in Alzheimer's Action Day by wearing purple on Sept. 21.

Billye Peterson knows well the stories behind people living with Alzheimer's.

Her mother, Wanda Newton, lives in Touchmark's Prairieview, and her life journey has taken a turn for the better as a result of today's resources available to people experiencing memory difficulties.

Peterson's mother instilled in her children a servant-heart approach to living. So it was second nature for Peterson to go the extra mile to care for her mother.

Peterson became concerned when her mother started getting lost driving in all-too-familiar surroundings. Peterson would drive multiple trips—70 miles each way—to ensure her mother's needs were handled after recurring falls.

Wanda Newton's new surroundings at Touchmark are a comfort to her and her family. She is so content in her new surroundings that she oftentimes tells Peterson, who visits daily, that she'd rather stay at Touchmark than go for a day trip with her daughter.

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“She’s just so comfortable here, and I’m comfortable with her here, because I know she’s getting quality care,” Peterson said.

Since opening last year, Prairieview has provided care for residents with Alzheimer’s and other forms of age-related dementia. The residences feature designs intended to empower and stimulate occupants with memory loss in a supportive environment.

The community includes 50 private studios, divided into four neighborhoods of 12 to 13 residences. The small neighborhoods offer more personal interaction and a family atmosphere.

On Friday, Sept. 16, the Touchmark community decorated with purple in anticipation of the Memory Walk in Oklahoma City. A sponsor of this event, Touchmark also fielded a team of 16 and raised more than \$2,000.

“It’s quite meaningful for us to participate in World Alzheimer’s Month and Alzheimer’s Action Day,” says Touchmark Executive Director Jamie Ham. “Each day, we work closely with family members whose loved ones are living with this disease. As caregivers, we also experience firsthand the true joy that can come from creating meaningful moments with people experiencing a dementia.”

Approximately 74,000 Oklahomans live with Alzheimer's and other age-related dementia, according to the Alzheimer’s Association. The Association is highlighting “everyday heroes” – the partner, sibling, child or friend who cares for and loves someone living with this disease. Submit how the end of Alzheimer's starts with you at www.alz.org

An award-winning retirement community, Touchmark at Coffee Creek offers a variety of lifestyle options, including independent and assisted living as well as memory care.

Located in Edmond at 2801 Shortgrass Road, 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. Touchmark is a member of the U.S. Environmental Protection Agency’s EPA’s Green Power Leadership Club. For more information, visit www.TouchmarkEdmond.com.

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