

NEWS RELEASE



Touchmark at Coffee Creek

For immediate release

May 12, 2008
For further information
Carol Hartzog Communications
(405) 348-8500

Touchmark residents affect lives of young

EDMOND, Okla. — For the past several weeks, colorful scarves, dancing babies and music have filled the air at Touchmark at Coffee Creek as residents participated in classes with local babies and toddlers. While they made an impression in the lives of children, these active adults also reaped benefits of their own.

Touchmark is committed to providing outreach to the community through many intergenerational activities. “The intergenerational programs at Touchmark encourage skill-building, shared interests, adventure and friendships,” says Marge Coalman, EdD, Touchmark vice president of Wellness and Programs.

One such example of these activities is the relationship between Touchmark and Kindermusik. As part of a national campaign called *Kindermusik Village with Seniors*®, Edmond Kindermusik students and their parents/caretakers have spent eight weeks in an intergenerational music and movement class with Touchmark residents.

During the class, Touchmark residents joined in as newborns through 18 months old sang songs, played rhythm instruments and danced. The class really brightened the day of both the adults and the children, says Kindermusik instructor Julie Atyia.

"I want the kids to be comfortable with all ages, and being involved with Touchmark accomplishes just that," said Atyia. "It gave the children an opportunity to interact with an age

- more -



2801 Shortgrass Road | Edmond, OK 73003 | 405-340-1975 | 405-340-1451 FAX
TouchmarkEdmond.com

group they aren't usually involved with."

Touchmark residents played musical peekaboo with the children and joined in as students sang familiar songs, such as "Let Me Call You Sweetheart" and "You Are My Sunshine."

There is truly a benefit for both the adults and the youth, Coalman explains.

"That one hour per week commitment, helping an underachieving reader, teaching a child to knit or crochet, making and baking cookies or tutoring the struggling math student may seem like a small contribution in light of the many hours spent on other endeavors. But in the aggregate, the impact is enormous."

Other intergenerational activities also occur regularly at Touchmark. For example, at Easter, Touchmark partnered with neighbor Coffee Creek and hosted an Easter egg hunt for the neighborhood children. Residents stuffed eggs and participated in the hunt.

Future programs will include reading with children from local day-care centers and helping Girl Scouts and Boy Scouts earn merit badges.

Touchmark offers a wide range of homes and lifestyle options. The active adult community is located just north of Covell Road in Edmond. For more information, visit Touchmark's Web site at TouchmarkEdmond.com or call (405) 340-1975.

- 30-

Caption "Touchmark chimes"

Touchmark resident Karen Jones, right, attended the Kindermusik class frequently to interact with the preschoolers, here with 17-month-old Ellie Spearman and instructor Julie Atyia, playing the chimes.

Caption: "Peekaboo"

Touchmark resident Karen Jones, right, attended the Kindermusik class frequently to interact with the preschoolers, here with 3-year-old Quinlynn and instructor Julie Atyia, playing peekaboo with a scarf.