

NEWS RELEASE



Touchmark at Coffee Creek

FOR IMMEDIATE RELEASE

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Touchmark celebrates health benefits of National Humor Month

EDMOND, Okla. — National Humor Month this month is an ideal opportunity to promote your health through laughter. Several local folks consider themselves quite healthy.

Laughter produces positive emotional states and can boost the immune system by elevating a person's antibody levels, according to research.

“Laughter is a physical phenomenon while humor is a perceptive belief,” says Marge Coalman, Ed.D., vice president of wellness & programs for Touchmark.

“A bicycle can't stand alone — it is two tired,” says LM Sullivan, a self-described lexophile (an unofficial word describing someone who loves words) and resident of Touchmark at Coffee Creek.

Fellow Touchmark resident Richard Neville shoots back, “Are part-time band leaders semiconductors?”

Neville enjoys one-liners with some zing and is partial to George Carlin jokes. Some of his other favorites are:

“Why is lemon juice made with artificial flavor, and dishwashing liquid made with real lemons?”

“Do you think that when they asked George Washington for ID that he just whipped out a quarter?”

“A laugh is a big smile with a hole in it.”

Sullivan is quick to provide a play on words during Touchmark's social hours:

“A chicken crossing the road — poultry in motion.”

“When a clock is hungry — it goes back for seconds.”

“He broke into song — because he couldn't find a key.”

“During these difficult economic times, humor and laughter can play a very important role,” says Jamie Ham, Touchmark at Coffee Creek executive director. “We sometimes forget that older generations are survivors. They've lived through several recessions, and some lived through the Great Depression. They know how to take things in stride — and laugh about them.”

As one would expect, jokes are popular within Touchmark's active adult community. Residents regularly communicate their favorite rib-tickers, culled from the Internet, passed along at dinner and shared during exercise class.

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Research backs up importance of humor

According to Lee S. Berk, Dr. PH, an associate professor at Loma Linda University in California, researchers have mapped brain activity during joke-telling. What they found is that laughter involves the entire cerebral cortex. Moreover, Berk's research has shown that the experience of laughter appears to increase the number of cells that help the body fight infections.

The Mayo Clinic, Harvard Medical Clinic and national research program of the U.S. Centers for Disease Control and Prevention all have studied the positive impact of laughter, humor and positive thinking on curative outcomes for people with cancer, heart disease and other potentially terminal illnesses.

Coalman considers laughter and humor among the best and most holistic "medications" people can use to stave off illness, reduce stress and increase positive immune system responses to the hazards of living in a stress-filled world.

Make humor work for you

Coalman recommends the following tips for increasing an individual's experience of humor:

- Put fun in the fundamentals: Choose to laugh and modify your environment and habits to encourage a sense of lightheartedness.
- Spend time with people who support and care about you: Seek relationships with friends and groups full of goodwill.
- Smile: Those who look happy often feel happy.
- Be active and eat right. What's good for the body is good for the soul. You'll also sleep better and notice improved functionality.
- Simplify and choose: Emotional and physical clutter can weigh you down. Tossing out and tidying up will bring a sense of satisfaction, and lighten your schedule for things you enjoy.
- Laugh out loud: Turn a chuckle into a belly laugh. Watch and read things you find funny. Spend silly time with your friends.
- Choose joy: Strive to find people and things that bring you joy. Volunteer for a worthy cause. Have tea with a friend. Read an uplifting book. Hold a child's hand.

Coalman says Dale Carnegie had the right attitude: "If fate hands you a lemon, make lemonade."

About Touchmark at Coffee Creek

Touchmark, located in Edmond at 2801 Shortgrass Road, 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 at Coffee Creek offers a wide range of homes and lifestyle options. For more information, contact Touchmark at (405) 340-1975 or visit TouchmarkEdmond.com.

About Marge Coalman and Touchmark

Coalman is an internationally recognized speaker and writer. She oversees Touchmark's Health & Fitness clubs, national award-winning Life Enrichment/Wellness program, and assisted living and memory care programs in eight states and Alberta, Canada. Touchmark was established in 1980 and is a leader in planning, building and operating communities for those 55-plus years.

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