

NEWS Release



A Touchmark® community
Touchmark—celebrating 25 years

Waterford on South Hill

FOR IMMEDIATE RELEASE

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CRUISES AND CANNED FOODS MARK 25TH ANNIVERSARY AND LAUNCH HOLIDAYS

SPOKANE, Wash. — Spokane-area resident P.J. Brenden won the national gift of Touchmark's 25th Anniversary Life Enrichment cruise as Waterford on South Hill began its holiday food drive and announced the 2006 Touchmark Fall Foliage Cruise. Touchmark is the parent company of Waterford.

Brenden will receive a cruise for two valued up to \$10,000 on either Holland-America or Celebrity cruise line. Insurance and airfare to and from the point of departure are included.

"I am quite thrilled," says Brenden, still trembling after learning that she'd won the cruise. "I do not win things. About three weeks ago, I found a \$10 bill and couldn't believe it. This is a once-in-a-lifetime moment, and I want to go as far away as I can for as long as I can." The mother of two and grandmother of five is considering the Greek Isles, the Galapagos Islands and Fiji as possible destinations.

The festivities also introduced the Touchmark 2006 Fall Foliage cruise, which is open to all residents, staff, family and friends. The cruise sails Oct. 21 from New York for seven nights through Nova Scotia, New Brunswick, Maine, Massachusetts and Rhode Island. People interested in joining the popular cruise can call Edwards LaLone Travel at (800) 288-3788 for more information.

The Touchmark mission includes contributing to local communities, and the company marked its anniversary by launching its annual food drive. Each year, staff and residents collect nonperishable food that is given to families in need. Spokane residents who would like to contribute to these food boxes may drop off canned goods at 2929 S. Waterford Drive (corner of 29th and Pittsburg). Canned meats, fruits, vegetables, peanut butter, whole-grain cereals and rice are especially needed.

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Spokane resident Mary Cameron also received a gift at the November 10 holiday bazaar and anniversary celebration. She took home a new Kodak EasyShare 5-megapixel digital camera, printer dock and accessories.

According to Executive Director Jeff Bair, the company marked its 25th anniversary by holding special monthly Life Enrichment events. Attendees at each of these events completed registration forms for gifts, which were then compiled, and the winners drawn randomly.

“Because we have an ongoing commitment to life enrichment and lifelong learning,” says Bair, “we commemorated our silver anniversary by holding events and giving gifts that add pleasure to people’s lives and create memories.”

Touchmark believes that enhanced wellness and new interests aren’t limited to the first 50 years of life but are a continuum of opportunity over one’s lifespan. Its Full Life Wellness and Life Enrichment program focuses on the abilities, strengths and interests of each person living in a Touchmark community.

An avid quilter, Brenden visited the Waterford during its popular quilt show. At that time, she toured the apartments and spoke with several residents. “I’ve been looking at a couple of communities as a possibility for my grandmother, and there’s definitely a difference among what’s available,” she says. “The Waterford is elegant. There are many apartment options — and everyone I talked with was 100 percent positive about living here. In fact, I would love to live here!”

Opened in 1991, Waterford on South Hill was Touchmark’s first resort retirement community and is now home to more than 300 people.

A leader in planning, building and operating resort-style retirement communities for those 55-plus, Touchmark provides a broad range of lifestyle options for adults, including health and fitness clubs, home health, and home care. Touchmark communities are located in eight states and a Canadian province. The company was established Nov. 10, 1980.