

For Immediate Release

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Northern Michigan Seniors and Caregivers Invited to Fourth Annual “Senior EmPower Day”

“Senior EmPower Day 2008” is set for Friday, September 26, 2008 at the East Bay Calvary Church, located at 2225 Hammond Road, Traverse City, Michigan. This is a new location for Senior EmPower Day and will allow the hosts to welcome as many as 600 guests to this important event. Doors will be open to guests at 8:45 a.m. and the event will conclude at 3:15 p.m.

The theme for this fall’s event is “The Power of Creativity – Stimulate Your Brain”. This fourth annual informational event, hosted by the Area Agency on Aging of Northwest Michigan (AAANM) Board of Advisors, is designed to provide the most accurate and up-to-the-minute information regarding cognitive health and brain fitness for older adults and their caregivers of all ages. Guests are encouraged to come and learn how to care for themselves and others who may be experiencing changes in cognitive abilities in a relaxed atmosphere.

The AAANM Board of Advisors is pleased to announce that the keynote address will be presented by Dr. Paul Callaghan, PsyD. As a staff psychologist, Dr. Callaghan provides consultation, treatment, assessment and neuropsychological testing at various Munson Medical Center specialty clinics. Dr. Callaghan is also the director of the Train Your Brain Program at Munson’s Memory and Attention Training Center (December 1992 to present).

To complement Dr. Callaghan’s presentation, the Senior EmPower Day 2008 agenda will offer a variety of mini-sessions from which attendees may choose, tailoring the day to their individual needs. All presenters will weave the “Power of Creativity – Stimulate Your Brain” theme into their sessions. Many will provide the opportunity to actively participate in the session, in addition to observing tips and techniques. From experimenting with Wii Bowling and trying Tai Chi or Yoga to learning how quilting and crocheting can be helpful to both caregiver and care recipient, guests will be able to sample and find the best strategies for their particular situation.

In addition to the opportunity to hear from a variety of informative speakers, Senior EmPower Day 2008 attendees will receive refreshments, lunch and materials. They will also

have the opportunity to visit with and learn from event sponsors and exhibitors. And, as the day concludes, door prizes will be presented...thanks to contributions from County Commissions and Councils on Aging, event sponsors and exhibitors.

Generous sponsorship from businesses that support the concept of Senior EmPower Day also helps make the cost for the entire day of programming, including materials, refreshments and lunch reasonable. A non-refundable fee of \$5.00 for guests age 60 and greater, and \$8 for guests less than 60 years of age will be collected at pre-registration.

Pre-registration by September 12, 2008 is required to ensure admittance to “Senior EmPower Day 2008 – The Power of Wellness”. This will allow event planners to provide ample refreshment, meals and materials for all participants. Interested persons of any age may contact the Council or Commission on Aging in their home county or call Area Agency on Aging of Northwest Michigan at 1-800-442-1713 for more information and to learn how to pre-register.

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