



FOR IMMEDIATE RELEASE

Contact: Kari Martell, Avenidas, (650) 289-5427 or kmartell@avenidas.org

**Avenidas Hosts 7th Annual Caregiver Conference
to help families struggling with aging loved ones**

Palo Alto, CA (July 27, 2010) – Caring for an aging spouse or parent can be rewarding, but it also can be enormously challenging, which is why Avenidas will present its 7th Annual Caregiver Conference on Saturday, August 21, 2010, from 8:30am-2:30pm. In conjunction with the City of Mountain View, the conference will be held at both Avenidas Rose Kleiner Senior Day Health Center (*270 Escuela Avenue in Mountain View*) and the Mountain View Senior Center (*located next door at 266 Escuela Avenue*).

“Care giving can be quite stressful,” notes Avenidas Social Work Services Manager Michael Griggs. “Studies have found that elderly spousal caregivers (aged 66-96) who experience caregiving-related stress have a 63% higher mortality rate than non-caregivers the same age,” Griggs states. “Avenidas wants to make sure that caregivers have the tools they need to continue helping their older loved ones, without putting their own health at risk.”

Attendees to the conference will enjoy a keynote address on “Connecting the dots: breakthroughs in communication as Alzheimer’s advances” by Judith London, PhD. Then they have their choice of three out of nine sessions, including:

- Forgiving for Good
- The Legal Side of Aging
- Medications: Helpful or Hurtful?
- Your Parents’ Clutter and You
- Coping Skills for Dementia Care
- Residential Care: What’s Out There?
- Family Dynamics: Finding Strength Together
- Take Care of Yourself
- The Fundamentals of Eldercare

--continued--

Center	Avenidas	Avenidas Rose Kleiner Senior Day Health
	450 Bryant Street, Palo Alto, CA 94301	270 Escuela, Mountain View, CA 94040
	Tel: 650-289-5400; Fax: 650-326-3048	Tel: 650-289-5499; Fax: 650-691-1119
	www.avenidas.org	



Registration includes lunch, keynote, workshops, access to sponsors and a chance to win prizes. Registration before August 13 is \$35 for Avenidas members and Mountain View residents, and \$40 for non-members and non-residents. After August 13, the conference price is \$45 for all. For more information, call (650) 289-5445 or register online at www.avenidas.org.

Avenidas thanks its sponsors, which include:

Partnering Sponsor:

Home Instead Senior Care

Associate Sponsors:

Lytton Gardens
Canyon House & Crescent Villa
Caregivers Continuous Care
Harrell Remodeling
The Health Trust
Home Care Assistance
Lytton Gardens
Moldaw Family Residences
Older Adults Care Management
Palo Alto Commons
Pilgrim Haven
Webster House

Table Sponsors:

Arcadia Health Care
Channing House
ElderConsult
Home Sweet Home Care
Seniors at Home
Sunnyside Gardens Assisted Living

Avenidas is a non-profit organization that provides support, information and community to enrich the lives of older adults and their families in the mid-Peninsula region. Visit www.avenidas.org or call 650-289-5400 for more information.

###

Center	Avenidas	Avenidas Rose Kleiner Senior Day Health
	450 Bryant Street, Palo Alto, CA 94301	270 Escuela, Mountain View, CA 94040
	Tel: 650-289-5400; Fax: 650-326-3048	Tel: 650-289-5499; Fax: 650-691-1119
	www.avenidas.org	