



NEWS RELEASE

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SM Rotary Club Foundation Grant Helps Seniors at WISE Adult Day Center with Macular Degeneration and Other Limitations

SANTA MONICA (July 13, 2011) - A group of seniors gathers at the end of the day to watch the evening news. The images and video on the big screen TV captivates their attention as each news story unfolds.

The amplified surround sound heightens the experience for these clients at WISE Adult Day Service Center. Thanks to a grant by Santa Monica Rotary Club Foundation, the technology is perfectly suited for the diminished eyesight and hearing of these older adults.

The Santa Monica Rotary Club Foundation awarded WISE Adult Day Service Center \$10,000 to install the amplified sound system and 60-inch high-definition television.

"The grant vastly improves the programming that we provide to our clients, explained Grace Cheng Braun, president and CEO. "They enjoy watching movies and sports on TV and can see images much clearer than the old analog system."

When asked about the new big screen TV, Ray, a client remarks, "It's a good idea! It's a big room," he said, "It's nice. Everything about it is good."

In addition to the TV, the grant provided six new computers to replace old computers at the Center, some of which were 10 years old.

Many of the clients spend the day at WISE Adult Day Service Center, while their children or caregivers work. Some of them have Alzheimer's disease, dementia or need physical assistance to manage daily activities. They range in age and background, one is an amazing 103 years old and there are several military veterans that attend.

The activities at the Center help keep them engaged and their minds more alert while enjoying the company of others around them. The sound system is perfect for sing-alongs and serves as an amplifier for trivia games, exercise classes and music therapy.

New computers help the staff become more efficient and help some of the seniors stay connected via Skype and email to faraway friends and family.

"Watching TV or a DVD movie is a relaxing ending to a long day as the clients await their ride home," said Frankie Aggers, director of Adult Day Services. "They've had a full day here

with activities, snacks and lunch. Now they're more likely to enjoy a calm evening at home," explained Aggers.

Grants, such as the one from the Santa Monica Rotary Club Foundation help WISE Adult Day Services provide a solution for caregivers. They can go to work, tend to other tasks and get a much-needed break, knowing that their loved one is being cared for and safe.

The Santa Monica Rotary Club Foundation was founded by the Rotary Club of Santa Monica in 1972 to help nonprofit organizations in the Santa Monica Bay Area. Since then, the foundation has awarded local charities and nonprofit organizations funds for capital improvement projects and equipment.

For more information on WISE & Healthy Aging, please call 310-394-9871.

WISE & Healthy Aging, a social services organization, enhances the independence, dignity and quality of life of older adults through leadership, advocacy and innovative services.

