



NEWS RELEASE

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WISE & HEALTHY AGING IS WESTSIDE SITE FOR FREE MEMORY SCREENINGS ON TUESDAY, NOVEMBER 19 – ‘NATIONAL MEMORY SCREENING DAY 2013’

Event is held in conjunction with Alzheimer’s Foundation of America, also provides preview of new WISE Minds brain fitness program to be offered in early January 2014

SANTA MONICA (November 4, 2013) – With the aging of the U.S. population, Alzheimer’s disease and other forms of dementia have shot up to the top of the list of Americans’ health concerns — for many, even surpassing cancer and heart disease. On Tuesday, November 19, National Memory Screening Day 2013, Westside seniors will have a chance to find out more about memory loss and whether they or a loved one might be experiencing it.

That’s the day that WISE & Healthy Aging and other community organizations around the country will hold free, confidential memory screenings that may lead to the early detection of memory problems. The screening site for the Los Angeles Westside will be WISE & Healthy Aging, the Alzheimer’s Foundation announced.

The Tuesday, November 19 free memory screening will be available from 10 a.m. to 2 p.m. on the first floor of the Ken Edwards Center, located at 1527 4th Street, Santa Monica, where WISE & Healthy Aging’s main office is located. “The screening will take about 10 minutes, and is available at no cost to all Westside seniors,” said WISE & Healthy Aging President and CEO Grace Cheng Braun. All seniors need to do is to call WISE & Healthy Aging to make a reservation.

Memory screenings are a significant first step toward finding out if a person may have a memory problem, according to the Alzheimer’s Foundation. They can check a person’s memory and thinking skills, and indicate if someone might benefit from a more complete medical visit. Some memory problems can be readily treated, such as those caused by vitamin deficiencies or thyroid problems. Others might result from causes that are not currently reversible, such as Alzheimer’s disease. In general, the earlier the diagnosis, the easier it is to treat one of these conditions, which is why the Alzheimer’s Foundation holds the free community screenings so frequently.

It’s not by accident that the Alzheimer’s Foundation chose WISE & Healthy Aging as its community partner. The non-profit social services agency has been serving seniors and caregivers on the Westside for more than 45 years. Its Adult Day Service Center is the only state-designated Alzheimer’s Day Care Resource Center on the Westside.

National Memory Screening Day will provide WISE & Healthy Aging with an opportunity to tell the community about a new service, a new “brain fitness” program that will debut in January 2014. Called “WISE Minds, Custom Workouts for Your Body and Brain,” the program is not limited to those with early memory loss — it will be geared to all adults age 50 and older “who wants to take care of their brain the same way they take care of their body,” Cheng Braun said. The workouts with a personal trainer will include exercise that focuses on getting the blood flowing upward to the brain — moves that “create wrinkles in the brain, a place where we actually *do* want wrinkles as we age.”

WISE Minds will make use of a customized version of the acclaimed Dakim BrainFitness system that has been featured on PBS as well as network news shows. (Gary Small, M.D., director of the UCLA Center on Aging, is

Dakim's principal scientific advisor.) The customized fee-based program is structured to meet three times a week for 12 weeks, with the option to participate five times a week.

For more information about the November 19 Memory Screening as well as the new WISE Minds brain fitness training debuting in January 2014, please call WISE & Healthy Aging at (310) 394-9871.

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WISE & Healthy Aging is the result of the 2007 merger of WISE Senior Services and Center for Healthy Aging. With a combined 75 years' experience serving older adults, the nonprofit, social services organization brings together a synergy of services, information, programs and support for older adults, caregivers of the elderly and the professionals who work with them. For more information, call (310) 394-9871 or visit www.wiseandhealthyaging.org.