



11900 Taylor Drive
Palm Beach Gardens, FL 33410
561-514-5114
<http://www.mylaposada.com>

PRESS RELEASE

Contact: Lauren Witt/Amy Jones, The Point Group
Phone: 214-378-7970 ext. 306/302
Mobile: 817-721-5576 / 469-261-7544
lwitt@thepointgroup.com / ajones@thepointgroup.com

FOR IMMEDIATE RELEASE
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LA POSADA RESIDENTS AND ASSOCIATES PAIR UP FOR A 12-HOUR NUSTEP CHALLENGE TO COMMEMORATE THE LONGEST DAY

PALM BEACH GARDENS, Fla., June 12, 2018 – On June 21 from 7:00 a.m. to 7:00 p.m., dozens of residents and associates of La Posada (the premier senior living community of Palm Beach Gardens) are pairing up to take thousands of steps on the community’s NuStep recumbent cross trainer to raise funds and awareness for Alzheimer’s and dementia. This is a part of a nationwide NuStep Challenge held every year for The Longest Day: a day that seeks to not only raise awareness, but to pay tribute to the strength, passion and endurance of those living with Alzheimer’s, their families and their caregivers. The event takes place on the summer solstice, which is the longest day of the year. Teams across the nation participate in sunrise-to-sunset events to honor those who live the longest day every day. The Alzheimer’s Association encourages people all over the world to form teams and choose an activity they enjoy, or one loved by those affected and do it from sunrise to sunset – whether it’s NuStepping, bike riding, bowling, cooking, walking, playing video games or classic board games, dancing, hiking or playing music.

“We are determined to exercise and will keep *two* NuStep machines going for 12 consecutive hours,” said Rick Minichino, wellness director for La Posada. “NuStep machines are recumbent cross trainers which provide a full-body workout. Residents and associates of La Posada, as well as friends and family, can pledge any amount of money per hour to raise funds and awareness for Alzheimer’s. La Posada has raised more than \$12,000 for the Alzheimer’s Association since 2015. My father-in-law passed away from Alzheimer’s disease in 2016 after a seven-year battle, so this cause is very close to my heart, as well as the hearts of many who live and work at La Posada.”

Today, more than 35 million people across the world are living with Alzheimer’s, including more than five million Americans. In the United States alone, more than 15 million caregivers generously dedicate themselves to those with Alzheimer’s and dementia, and these numbers will continue to rise. The NuStepping to End Alzheimer’s challenge was initiated by NuStep Inc., a manufacturer of inclusive recumbent cross trainers, in 2015. Last year, 203 “NuStepping to End Alzheimer’s” teams across the country stepped up to the challenge and raised over \$250,000 to support The Alzheimer’s Association.



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“One year, I did the entire NuStep challenge on my own and only took five-minute breaks if people paid \$20 for them,” said Minichino. “I’ve never felt so challenged and determined in my life. I am glad I can use the inspiration from that accomplishment to encourage everyone on our campus to come together to make an impact. Together, we can show those facing Alzheimer’s they are not alone. We see the impact of Alzheimer’s and other forms of dementia firsthand as we care for residents in our memory care neighborhood. Donations, no matter how small, give hope to those affected by Alzheimer’s disease.”

Astounding statistics about Alzheimer’s disease provided by the Alzheimer’s Association:

- Alzheimer’s is the sixth leading cause of death in the United States.
- Every 66 seconds someone in the U.S. develops the disease.
- More than five million Americans are living with Alzheimer’s.
- One in the three seniors die from Alzheimer’s or some form of dementia.
- In 2016, 15.9 million family and friends provided 18.2 billion hours of unpaid assistance to those with Alzheimer’s and other dementias, a contribution to the nation valued at \$230.1 billion.

“The shocking reality is that Alzheimer’s disease is currently the only leading cause of death in the U.S. which cannot be prevented, cured or even slowed,” said Brad Cadiere, executive director of La Posada. “As a continuing care retirement community, we are on the front line helping those living with the disease, and we view ourselves as advocates for these residents. We hope that with the proper funding and research, Alzheimer’s can eventually be managed, slowed down or even cured. Raising money and awareness will not only help fund research and development, it also empowers others to keep their bodies and minds healthy and to get checked early for signs and symptoms. By partnering associates with residents, we will raise more money and awareness and do our part to fight Alzheimer’s disease.”

To donate money to the La Posada NuStep challenge, follow this link:

http://act.alz.org/site/TR?fr_id=8480&pg=personal&px=10554605

If you are interested in attending the NuStep Challenge during the Longest Day or setting up an interview with a resident or team member, please contact Lauren Witt via phone at 214-378-7970 ext. 306 or email at lwitt@thepointgroup.com or Amy Jones via phone at 214-378-7970 ext. 302 or email at ajones@thepointgroup.com.

ABOUT LA POSADA



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La Posada is a resort-style life care community located in the heart of Palm Beach Gardens, Florida. The continuing care retirement community features 193 luxurious independent living apartments, 11 independent living cottages, as well as assisted living apartments, memory care suites, private rooms for short-term rehabilitation and skilled nursing, all nestled within 22 prime acres of sparkling lakes and lavish courtyards. Providing a variety of amenities, residents enjoy chef-prepared meals, concierge services, state-of-the-art wellness programs, transportation services, and intellectually stimulating events and activities.

As a Kisco Senior Living community, The Art of Living Well philosophy is in every aspect of community life. Unique social and wellness opportunities strengthen the mind, body and spirit.

For more information, call 561-514-5114 or go to <http://www.mylaposada.com>.

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