

FOR IMMEDIATE RELEASE

Contact:

Feldscher Horwitz Public Relations, 215-627-0801

Hope Horwitz, #102, Cell: 215-760-2884, hope@fhpublicrelations.com

Sharla Feldscher, #101, Cell: 215-285-4868, sharla@fhpublicrelations.com



COMPANIONSHIP OFFERS LIFE SUSTAINING BENEFITS FOR SENIORS AT POET'S WALK FREDERICKSBURG

Fredericksburg, VA (February 14, 2018) – Companionship is important for all human development, but for seniors, it plays an invaluable role. These friendships help seniors maintain good health. This is why Poet's Walk Fredericksburg, an all memory care assisted living community, implements many different programs that allow for this much-needed companionship. *Signature Touches* program is designed to inspire their residents' mind, body and spirit. Companionship plays a big role in this.

Companionship comes in many forms. Human companionship is the immediate thought and can be provided by all ages. At Poet's Walk Fredericksburg, the residents experience companionship with each other. The activities are designed to be group activities and to build friendships. Volunteers of all ages come often to Poet's Walk. Many activities are planned with children ranging in age from toddlers through high school; these are some of the residents' favorite activities and are often planned around holidays like Halloween, Christmas and Valentine's Day. In addition, Poet's Walk caregivers are trained to be companions for the residents they are caring for.

"Through the good work that has been done at all of our sister communities, Poet's Walk and Spring Hills Assisted Living communities, we've seen our residents' feelings of happiness increase with companionship," said Diana Bright, Executive Director. "Their feelings of worthiness and independence grow and it's obvious in their faces and in their well-being. When we plan our activities, we always keep this in mind and invite family members and the community to join us."

Regular contact with others also allows for problems to be noticed quickly and brought to the proper caregiver's attention. A companion is likely to notice a physical change, a change in mood or other signs of a problem. When a senior has a regular companion and feels that love regularly, they're more likely to tell someone that something is wrong for fear of missing time with their companion.

Another form of companionship is through our four-legged friends. Pet Therapy is an important form of companionship and its why Poet's Walk created the PAW program: Pets Are Welcome. Not everyone moves in with a pet so there are plenty of activities planned with pet therapy animals whether that be dogs or even llamas!

Poet's Walk Fredericksburg provides memory care with the finest amenities and is located at 3020 Gordon W. Sheldon Boulevard in Fredericksburg, VA 22401. For more information, call 540-370-8000 or visit www.poetswalkfredericksburg.com.

About Spring Hills Senior Communities & Memory Care Communities:

All Spring Hills Senior Communities', Home Care Services, Assisted Living Communities and Poet's Walk Memory Care Communities offer a distinctive and innovative approach to home care services, assisted

living, and Alzheimer's care as led by Alex Markowits, President/CEO. Signature Touches is the company's holistic approach to offering individualized care and services that are designed to meet the needs and preferences of residents and clients. Personal choice is top priority in one of the company's Spring Hills assisted living communities or in client's homes with Spring Hills home care services located in NJ, VA, OH, FL and NV, or in one of the company's Poet's Walk memory care communities located in TX, VA and NV as well as soon-to-be FL. For more information about their Caring with a Commitment to Quality dedication to senior living, visit www.spring-hills.com or www.poetswalk-springhills.com.

###