

**FOR IMMEDIATE RELEASE**

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**TIPS TO KEEP SENIOR LOVED ONES PROTECTED  
DURING THE HOLIDAYS FROM  
POET'S WALK SARASOTA MEMORY CARE COMMUNITY**

Sarasota, FL (December 20, 2017) – While the holiday season brings much happiness, it also can bring fear and anxiety to family members of senior citizens who are often the targets of a crime. Protecting seniors is of the utmost importance to the team at Poet's Walk Sarasota. "Our residents look forward to the holidays just like everyone else. Unfortunately, there are people out there who prey on seniors, especially during the holidays," says Colby Quisenberry, Executive Director at Poet's Walk Sarasota. "The Poet's Walk team wants everyone, our residents and those who live at home, to enjoy every aspect of the holidays." Here are several tips to help everyone protect their loved ones and ease the stress of caring for a senior during the holidays:

- Carry a purse or handbag close to the body to make it harder for a to snatch
- Do not leave a purse resting on top of a shopping; it is too easy to steal
- Do not carry unnecessary cash
- Walk down busy, well-lit streets, avoid short cuts and carry a panic alarm
- Take a mobile phone in case of an emergency and store the names and numbers of family and friends in the phone so that they can be accessed quickly
- Do not give credit and debit card information to anyone on the phone or at the front door and be sure online purchases are made on a secure server
- Don't leave merchandise visible in your car
- Be sure to keep an eye out for cars following you home
- Be wary of online deals that seem too good to be true (e.g. immense discounts on gift cards, Black Friday deals from an unfamiliar source)
- Pay extra attention when out on a shopping trip and use the buddy system

Shopping excursions are included as a regular activity at Poet's Walk. These trips are group activities and the residents are accompanied by our team members. This provides a safer and more secure shopping experience for our seniors. At Poet's Walk, we feel it is our responsibility to help family caregivers reduce their stress and anxiety, especially during the holidays. Quisenberry said, "By providing useful information to families and seniors, we can help protect our loved ones against potential crimes."

Poet's Walk Sarasota is located at 5851 North Honore Avenue in Sarasota, FL 34243. For more information about Poet's Walk Sarasota, please contact Colby Quisenberry, Executive Director, at 941-584-5575 and visit <http://www.poetswalk-springhills.com/assisted-living-facility-sarasota-fl/>.

**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 Alexander 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 eight 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](http://www.spring-hills.com) or [www.poetswalk-springhills.com](http://www.poetswalk-springhills.com).

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