

NEWS RELEASE



Waterford on West Century

FOR IMMEDIATE RELEASE

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For further information:

Lindsey Petersen

(701) 355-1280

LLP@Touchmark.com

Touchmark celebrates health benefits of National Humor Month

BISMARCK, N.D. — National Humor Month this month is an ideal opportunity to promote your health through laughter. Several local folks consider themselves quite healthy, including Pat King and Neil Meyer, residents of Waterford on West Century. They always have a joke or pun to share.

Laughter produces positive emotional states and can boost the immune system by elevating a person's antibody levels, according to research.

“Laughter is a physical phenomenon while humor is a perceptive belief,” says Marge Coalman, Ed.D., vice president of wellness & programs for Touchmark.

“A bicycle can't stand alone — it is two tired.”

“Are part-time band leaders semiconductors?”

As one would expect, jokes are popular within the Waterford community. Residents regularly communicate their favorite rib-tickers, culled from the Internet, passed along at dinner and shared during exercise class.

Some of their favorites include:

“Why is lemon juice made with artificial flavor, and dishwashing liquid made with real lemons?”

“Do you think that when they asked George Washington for ID that he just whipped out a quarter?”

“A laugh is a big smile with a hole in it.”

“A chicken crossing the road is poultry in motion.”

“When a clock is hungry, it goes back for seconds.”

“He broke into song, because he couldn't find a key.”

“Humor and laughter are important at all times, but especially so during today's challenging economic times,” says Arlene Farnsworth, Waterford executive director. “Today's elders have survived several recessions; some have lived through the Great Depression. They know the value of laughing.”

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Research backs up importance of humor

According to Lee S. Berk, Dr. PH, an associate professor at Loma Linda University in California, researchers have mapped brain activity during joke-telling. What they found is that laughter involves the entire cerebral cortex. Moreover, Berk's research has shown that the experience of laughter appears to increase the number of cells that help the body fight infections.

The Mayo Clinic, Harvard Medical Clinic and national research program of the U.S. Centers for Disease Control and Prevention all have studied the positive impact of laughter, humor and positive thinking on curative outcomes for people with cancer, heart disease and other potentially terminal illnesses.

Coalman considers laughter and humor among the best and most holistic "medications" people can use to stave off illness, reduce stress and increase positive immune system responses to the hazards of living in a stress-filled world.

Make humor work for you

Coalman recommends the following tips for increasing an individual's experience of humor:

- Put fun in the fundamentals: Choose to laugh and modify your environment and habits to encourage a sense of lightheartedness.
- Spend time with people who support and care about you: Seek relationships with friends and groups full of goodwill.
- Smile: Those who look happy often feel happy.
- Be active and eat right. What's good for the body is good for the soul. You'll also sleep better and notice improved functionality.
- Simplify and choose: Emotional and physical clutter can weigh you down. Tossing out and tidying up will bring a sense of satisfaction, and lighten your schedule for things you enjoy.
- Laugh out loud: Turn a chuckle into a belly laugh. Watch and read things you find funny. Spend silly time with your friends.
- Choose joy: Strive to find people and things that bring you joy. Volunteer for a worthy cause. Have tea with a friend. Read an uplifting book. Hold a child's hand.

Coalman says Dale Carnegie had the right attitude: "If fate hands you a lemon, make lemonade."

About Waterford on West Century

Waterford, located at 1000 West Century Avenue, offers a range of homes and lifestyle options to people 55-plus. An on-site health and fitness club is open to anyone over 40 and features a variety of fitness options. For more information, visit WaterfordBismarck.com

About Marge Coalman and Touchmark

Coalman is an internationally recognized speaker and writer. She oversees Touchmark's Health & Fitness clubs, national award-winning Life Enrichment/Wellness program, and assisted living and memory care programs in eight states and Alberta, Canada. Touchmark was established in 1980 and is a leader in planning, building and operating communities for those 55-plus years.

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