

NEWS Release



A Touchmark® community
Touchmark—celebrating 25 years

Waterford on West Century

FOR IMMEDIATE RELEASE

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CRUISE, CAMERA AND CANNED FOODS MARK 25TH ANNIVERSARY AND LAUNCH HOLIDAYS

BISMARCK, N.D. — Bismarck resident Joyce Schuchart won the local gift for the national Touchmark 25th Anniversary Life Enrichment celebration as Waterford on West Century began its holiday food drive and announced the 2006 Touchmark Fall Foliage Cruise. Schuchart took home a new Kodak EasyShare 5-megapixel digital camera, printer dock and accessories. Touchmark is the parent company of Waterford.

Schuchart says she is looking forward to using the camera and is considering Waterford for her “long-range planning.”

According to Executive Director Arlene Farnsworth, the company marked its 25th anniversary by holding special monthly Life Enrichment events. Attendees at each of these events completed registration forms for gifts, which were then compiled, and the winners drawn randomly.

“Because we have an ongoing commitment to life enrichment and lifelong learning,” says Farnsworth, “we commemorated our silver anniversary by holding events and giving gifts that add pleasure to people’s lives and create memories.”

The festivities also introduced the Touchmark 2006 Fall Foliage cruise, which is open to all residents, staff, family and friends. The cruise sails Oct. 21 from New York for seven nights through Nova Scotia, New Brunswick, Maine, Massachusetts and Rhode Island. People interested

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in joining the popular cruise can call Edwards LaLone Travel at (800) 288-3788 for more information.

The Touchmark mission includes contributing to local communities, and the company marked its anniversary by launching its annual food drive. Each year, staff and residents collect nonperishable food that is given to families in need. Bismarck-area residents who would like to contribute to these food boxes may drop off canned goods at 1000 West Century Ave. Canned meats, fruits, vegetables, peanut butter, whole-grain cereals and rice are especially needed.

Touchmark believes that enhanced wellness and new interests aren't limited to the first 50 years of life but are a continuum of opportunity over one's lifespan. Its Full Life Wellness and Life Enrichment program focuses on the abilities, strengths and interests of each person living in a Touchmark community.

Waterford offers resort-style retirement for adults 55-plus and is home to more than 140 people. The community offers a wide range of single-level homes, apartments and living options. An on-site Health & Fitness Club is open to the public for those 40 and greater. Waterford is part of Touchmark® — a company that has served the needs of older adults and their families for 25 years.

A leader in planning, building and operating resort-style retirement communities for those 55-plus, Touchmark provides a broad range of lifestyle options for adults, including health and fitness clubs, home health, and home care. Touchmark communities are located in eight states and a Canadian province. The company was established Nov. 10, 1980.