



Jewish Senior *Life*

services for healthy aging

Jewish Senior *Life* Hosts Renowned Speaker on Reframing the Mindset on Aging

On Thursday, February 9, more than 40 leaders in senior services organizations came together for an inspirational seminar about how the mindset of a person has a significant impact on life expectancy and quality of life.



Marc Middleton, winner of multiple Emmys and a passionate broadcaster, journalist, filmmaker, and author, spoke to the group as part of an ongoing movement at Jewish Senior *Life* to help residents live even more meaningful lives.

“I’m so glad I attended this event,” said Marsha Raines, President of Marsha Raines & Associates, LLC. “I work as a private geriatric care manager,

working mostly with frail elders who have complex medical issues and profound memory loss. This seminar was a very uplifting reminder that there is a whole population of people who age with joy. I’m excited to bring this message to my team to encourage them to celebrate our clients’ current successes.”

Middleton focused on the importance of living in the moment rather than focusing on the past. “Live in the moment, and cultivate moments of joy.”

“Celebrate elders not only for who they were, but also who they are today,” said Middleton. “Remind yourself that no matter what it is you want to do, you are not too old and it is not too late.”

The presentation featured inspirational stories of people in their 90s and into their 100s pursuing their interests and dreams, competing in athletic events, setting world records, adopting new careers and hobbies, and pursuing higher education.

“The physical activity of the 90-year-olds made an impression on me,” said Linda Lowenstein, RN and board member at Jewish Senior *Life*. “I



Left to right, Michael King, Jewish Senior *Life* President and CEO with Marc Middleton

do aerobics three times a week now, and I hope to be doing aerobics three times a week in my 90s. It is awe-inspiring to see what these people are doing.”

Middleton emphasized the message that what the mind believes, the body embraces. He reported that people with more positive views of their own aging lived, on average, 7.6 years longer than people with more negative views, so people should not be discouraged by what they perceive as limitations. Instead, he says, “Age is not a disease—it’s an opportunity.”

This event was part of a larger initiative at Jewish Senior *Life* to provide residents even more choice and autonomy, and to help them to live each day to the fullest. Jewish Senior *Life* will be hosting another educational seminar about leading a meaningful life on April 27, 2017. This event is sponsored by the Women’s Council of the Jewish Senior *Life* Foundation. For more information or to reserve your spot, visit www.meaningful-lives.org.

###

About Jewish Senior *Life*™

Serving people of all faiths and ethnic backgrounds, Jewish Senior *Life* is guided by the values of honoring family and emphasizing aging in place—allowing people to remain in the place of their choice longer.

Jewish Senior *Life* is the only true Continuing Care Retirement Community (CCRC) in the Greater Rochester area, offering all levels of care from independent living to skilled nursing care on a single campus, offering:

- The Summit at Brighton for independent living;
- Wolk Manor for assisted living;
- The Lodge at Wolk Manor for assisted living memory care;
- The Jewish Home of Rochester for long-term, transitional and memory care;
- Transitional Care at the Jewish Home for short-term rehabilitation;
- Atkin Center for Outpatient Rehabilitation; and
- a variety of community programs and services such as Living Well Companion Care and Physician House Calls that enable people to age and live safely, either on campus or another place that they call home.

Jewish Senior *Life* also is the only senior care provider in the Rochester area to offer Life Care, a program which eliminates worries about unforeseen care needs and medical expenses throughout the full continuum of care.

Jewish Senior *Life* is accredited for its high quality and customer satisfaction by CARF–CCAC, and is a member of the Senior Health Alliance of Greater Rochester, Leading Age, Leading Age New York, and the Association of Jewish Agency Services.

For more information, please visit www.jewishseniorlife.org.