



## PRESS RELEASE

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### **Comfort Keepers Celebrates 15 Years in the Omaha Area Offering 15-Minute Virtual Dementia Experiences to Commemorate**

For the past fifteen years, the owners of Comfort Keepers of Omaha and Council Bluffs have dedicated themselves to providing seniors and other area residents with exceptional in-home care services, while establishing themselves as one of the leading service providers of in-home care. Rick and Denise Magill have helped countless seniors live independently and safely within their own homes and are proud to announce their fifteen-year anniversary this year.

This Comfort Keepers franchise recognizes the growing need for more care providers who are trained in servicing people with dementia. In the US, there are 5 million people diagnosed with some form of dementia, and those numbers continue to grow. Each Comfort Keeper at this location receives mandatory, ongoing dementia training to recognize the signs, understand how to address the triggers, and effectively communicate with all their clients.

The open house anniversary event is open to the public and will offer the chance to virtually experience what it is like to have dementia. Within this short time, perceptions toward the disease will change.

“People with dementia are slowly starting to lose their place in their own world,” says Denise Magill. “This can be frustrating to them and these frustrations are projected toward those who care for them. We hope by offering this free virtual experience, people will be better equipped to empathize with friends and loved ones with dementia.”

The event will be Thursday, November 9 from 1-4pm at the Comfort Keepers’ Omaha location at 5437 N 103<sup>rd</sup> Street. Everyone is welcome to attend. Virtual experiences are limited and registration is encouraged:

[http://www.supersaas.com/schedule/Comfort Keepers/CK's Dementia Experience](http://www.supersaas.com/schedule/Comfort%20Keepers/CK's%20Dementia%20Experience)

**Event Details:**

Thursday, November 9, 2017  
1:00pm to 4:00pm  
Comfort Keepers Omaha Office  
5437 N 103<sup>rd</sup> Street  
<http://omaha-315.comfortkeepers.com/anniversary>

**Contact:**

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## About Comfort Keepers

Comfort Keepers is a leading franchise network in the in-home care market for seniors and other adults needing care. Since its founding in 1998, the network has grown to more than 700 franchised locations around the world by staying true to the founders' goal of providing quality, caring in-home care services that allow clients the opportunity to age in place. In August of 2009, the brand was strengthened when the franchisor, CK Franchising, Inc. was purchased by Sodexo, a global leader in services that improve Quality of life, including a focus on health care and senior markets. For more information, visit [ComfortKeepers.com](http://ComfortKeepers.com).

## Customer Base

Most Comfort Keepers' clients are seniors, but services are also available to others needing assistance, such as new mothers, those recovering from illness or injury or those with disabilities.

## Caregivers

Comfort Keepers' caregivers are carefully screened through background checks and are insured and bonded for their clients' peace of mind. All Comfort Keepers caregivers are employees of Comfort Keepers franchisees and Comfort Keepers is responsible for paying all employee taxes, general liability insurance, and worker's compensation.

## Services Offered

Comfort Keepers offers a wide range of in-home care services ranging from personal care and companionship and works with families and decision-makers to create a customized plan of care for each client. Examples of our services include:

bathing, grooming, and hygiene	dementia care	light housekeeping
mobility assistance	meal preparation	24-hour care
toileting and incontinence care	laundry and linen washing	respite or relief for family

## Important Industry Statistics

- There were 46.2 million adults 65 years or older in 2014, representing 14.5% or 1 in every 7 Americans. By 2040, it is expected to be 21.7%. By 2060, there will be about 98 million adults 65 or older, more than double their number in 2014. –National Alliance for Caregiving and AARP, 2014; U.S. Dept. of Health and Human Services, 2014
- Forty-two percent of U.S. workers have provided care for an aging relative or friend in the past five years. About half (49 percent) of the workforce expects to be providing eldercare in the coming five years. –AARP, 2012
- The total estimated cost to the U.S. economy for full-time employees with caregiving responsibilities is an estimated \$25.2 billion in lost productivity per year, primarily due to absenteeism, and it is even higher when part-time employees are factored in. –Gallup Study, June 2011
- 87% of adults age 65 or older want to stay in their current home and community as they age. –AARP, 2014

## Additional Industry Resources

National Alliance for Caregiving ([www.caregiving.org](http://www.caregiving.org)) An organization dedicated to providing support to family caregivers and professionals who help them to increase public awareness of issues facing family caregivers.

Alzheimer's Association ([www.alz.org](http://www.alz.org)) Information on Alzheimer's disease and dementia symptoms, diagnosis, stages, treatment, care and support resources.