

SAMPLE PRESS RELEASE

Creekside Assisted Living Announces CARES® Dementia Training and Alzheimer's Association essentiALZ® Certification

December 1, 2014- Minneapolis, MN. Creekside Assisted Living is pleased to announce that we are requiring all our staff to become certified in Alzheimer's Association essentiALZ and essentiALZ Plus Certifications. Creekside is planning to display all employees essentiALZ certificates in the main lobby as well as in the staff break rooms. To reward and motivate each employee, everyone who completes the training and certification will receive a \$100.00 gift card and a CARES lapel pin recognizing their certification. To start, each staff member will be required to complete the CARES® Dementia Basics course in the first 6 months of employment and get certified in essentiALZ and essentiALZ Plus by the end of 2014. "We have received such positive feedback regarding the CARES online dementia training programs from our staff members. The convenience of the program makes it easy for staff members to finish the training on their own time, from any computer," said Sarah Peterson, Staffing Educator at Creekside Living. "I also love the fact that family members of residents feel comforted and reassured that their loved one is being cared for by knowledgeable and certified staff members."

About CARES® Dementia Training Programs

HealthCare Interactive is addressing the growing national crisis of memory loss, dementia, and Alzheimer's disease by developing the most innovative set of training products for family members and professional caregivers available in the marketplace today. HCI's CARES Dementia Basics and CARES Dementia Advanced Care online training programs qualify individuals for Alzheimer's Association essentiALZ certification.

About Alzheimer's Association essentiALZ® and essentiALZ® Plus Certification

Alzheimer's Association essentiALZ and essentiALZ Plus certification programs recognize an individual's knowledge of recommended dementia-care practices.. Anyone who fulfills the prerequisite training requirements is eligible to take the essentiALZ certification exam and become certified.

About Creekside Assisted Living

Creekside has provided exceptional residential care for over 30 years. We are determined to remain a family oriented facility that offers the best experience for everyone involved. Creekside values hospitality, respect, and integrity as all are evident in daily operations and service delivery by our staff. It is our mission to treat our partners as equals and as family.