

Lisabeth A. Begin 727.243.6965
Bette Zaret 941.228.3676
LBegin@PinesofSarasota.org
BZaret@PinesofSarasota.org

1501 N. Orange Ave.
Sarasota, FL 34236
www.PinesofSarasota.org



MEDIA ADVISORY & PHOTO OPP

- WHAT** On the eve of National Falls Prevention Day, several Sarasota residents will be taking their Ready & Steady Plan for Better Balance complimentary falls risk assessment.
- WHEN** Tuesday, September 22, 2015 from 10:30 to 11:30 am
- WHERE** Pines of Sarasota, Manser Family Rehabilitation Center
1501 N. Orange Avenue, Sarasota
- WHY** Statistics: 1 out of 3 adults 65+ falls. Falls cost the US \$34 Billion annually and are projected to cost \$70 Billion by 2020. Falls cost Florida \$3.8 Billion annually.
- WHO** Kiwanis Club Members will be participating in the Ready & Steady Falls Risk Assessment. In 1948, the Kiwanis Club raised the funds to open Pines of Sarasota.

During the testing, members of the media will be able to take photos or videos. After the test, Kiwanis members will be available for interviews on how the Ready & Steady Falls Risk Assessment went.

Pines of Sarasota staff will also be available for interviews.

Note: This will be the media's only on-campus chance to interview people who take the assessment.

Pines of Sarasota Rehabilitation and Senior Care Community provides excellent and compassionate inpatient/outpatient rehabilitation services, skilled nursing, memory care, assisted living as well as educational programs for seniors and their families in order to help enhance their quality of life. Pines of Sarasota Rehabilitation and Senior Care Community epitomizes innovative initiatives including; an on-campus child care and learning center which fosters inter-generational interaction and learning; Falls Prevention Programs which help minimize the risk of falling and; a comprehensive Volunteer Program that supports every aspect of campus life. Pines of Sarasota Rehabilitation and Senior Care Community is a not-for-profit organization that leads the way in holistic senior care.