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**PACIFIC INSTITUTE
INTRODUCES
AGESONG INSTITUTE OF ELDER WELLNESS**

(San Francisco, CA) -- San Francisco-based Pacific Institute, one of the West Coast's leading nonprofit health-care organizations specializing in providing mental health services to seniors suffering with dementia and Alzheimer's, has created a new Institute under its umbrella: the AgeSong Institute of Elder Wellness.

ABOUT PACIFIC INSTITUTE

For more than a decade, Pacific Institute's programs have treated the progressive and chronic conditions of the vulnerable, mentally-infirm elderly who are often the most hidden and invisible people around us. Pacific Institute trains students in the mental and health care fields, and the demand for its services has increased by 500% since 1998. Over 80% of its interns are doctoral students in psychology, with others at the masters level. Pacific Institute, which also operates a scholarly press, research programs and specific programs for elder wellness, has been praised for bringing new perspectives to the field of mental health.

PARTNERSHIP WITH AGESONG DEVELOPMENT

"For over a decade we have been in partnership with AgeSong, a management company that built and managed the Hayes Valley Care and Laguna Grove Care facilities

in San Francisco,” said Dr. Doris Bersing, Executive Director of Pacific Institute. “Together we have created a vision of innovative and caring communities for elders. Pacific Institute has developed a leading therapeutic model in which equal attention is paid to the physical, mental, emotional and spiritual life of each senior who is ill and in long-term care in the AgeSong communities,” she said. “We have long fought against the warehousing and institutionalization of the elderly.”

This new mental health care approach is life-changing for seniors who have stayed at the two San Francisco facilities: Hayes Valley Care a 47-bed assisted-living community, and the 50-bed Laguna Grove Care. In addition to its work in the two communities, Pacific Institute has also provided its programs, perspective and expertise to hospitals, residential and other daycare programs for the elderly.

NEW FOCUS FOR PARTNER ORGANIZATIONS

The non-profit Pacific Institute will continue to focus its attention on education and training through its new AgeSong Institute of Elder Wellness at the Hayes Valley Care and Laguna Grove Care facilities, which it now owns. AgeSong, the development and management company, will continue its leadership role in the long-term care community by both providing the day-to-day management of the senior housing and assisted living communities and by building new communities in the Bay Area.

PACIFIC INSTITUTE - PROMOTING HEALTHIER COMMUNITIES WITH BEST PRACTICES

The new AgeSong Institute of Elder Wellness will continue Pacific Institute’s cutting-edge research and supportive treatment of elders with non-ordinary states of consciousness, through its gero-psychology program focused mainly on dementia. The

philosophy of embracing the “soul song” of our elders within an existential, humanistic and transpersonal program of care and therapy is the centerpiece of the organization’s services and educational training programs. The new institute will promote healthier communities and provide best practices in caring for those with dementia – including Alzheimer’s. Current clients and collaborators include AgeSong Management Company, Barbary Lane Senior Communities, Alma Via of San Francisco, City and County of San Francisco, Kaiser Health Systems, On Lok SeniorHealth, Family Services Agency, Institute on Aging, and many more. The new programs of AgeSong Institute of Elder Wellness will also be provided in other locations in the Bay Area, including Lakeside Park in Oakland.

NEED FOR ALZHEIMER’S AND DEMENTIA CARE IS GREAT

The need for services is great,” said Pacific Institute Executive Director Doris Bersing. “The Alzheimer’s Association tells us that somewhere in the world, someone develops dementia every 7 seconds. In the U.S., every 72 seconds, someone develops Alzheimer’s, and by 2050, the number of individuals age 65 and over with Alzheimer’s could range from 11 million to 16 million unless science finds a way to prevent or effectively treat the disease,” she said. (*Alzheimer’s Disease Facts and Figures* is a comprehensive statistical abstract of U.S. data on Alzheimer’s disease).

For more information call Pacific Institute at 415-861-3455 or visit the website at

www.pacificinstitute.org