



For immediate release:

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**AGESONG AND PACIFIC INSTITUTE
TO PROVIDE MANAGEMENT AND PROGRAMS FOR OAKLAND'S
LAKESIDE PARK DEMENTIA CARE COMMUNITY**

(Oakland, CA) AgeSong Inc., a recognized leader and innovator in geriatric care, has purchased Lakeside Park Alzheimer's and Dementia Care community located at 468 Perkins Street in Oakland as of February 1, 2008, announced Paula Hertel, AgeSong's Chief Operating Officer.

"AgeSong at Lakeside Park," adjacent to Oakland's Lake Merritt, is licensed as a residential care facility for the elderly and serves up to 70 elders who are in need of assisted living and dementia care services. "We are dedicated to providing elder care which is holistic and individualized," states Hertel. "We work closely with Pacific Institute, a non-profit organization that collaborates with AgeSong, to bring education, mental health and psychology internship programs to our communities. Together, we offer much needed programs and services to residents and their families," she added.

Dr. Doris Bersing, Chief Executive Officer of Pacific Institute, said, "Our expertise in working with those with Alzheimer's and dementia, is distinguished by our proven approach that treats the physical, emotional, spiritual and psychological needs of

each individual.” Experienced psychologists, therapists and master and doctorate level psychology, social work and marriage and family therapy interns provide these services.

AgeSong programs integrate a philosophy of non-pathologizing care in all of its assisted living services. Founder of both organizations, Dr. Nader Shabahangi, passionately believes that old age is as meaningful a phase in life as the phases of our younger years. “We call our dementia care program Forgetfulness Care as a way of destigmatizing this label.” He outlines this Forgetfulness Care program and philosophy in his new book *Deeper into the Soul*, to be released next month.

Both AgeSong and Pacific Institute have over a decade of experience in elder care. AgeSong designed, built and manages Hayes Valley Care and Laguna Grove Care in San Francisco and is currently in the process of developing an additional 300 units to serve elders in the Bay Area. AgeSong received the American Society on Aging’s 2006 Award for Excellence in the Field of Aging. It purchased the Lakeside Park property with a group of investors who understand the need for high quality elder care. Pacific Institute’s programs that focus on elder care have grown over the last few years to include specialized programs for dementia care, expressive arts and hospice care. Its internship programs provide over 10,000 annual intern hours for students in master, doctorate, post doctorate psychology, counseling, and other related programs. AgeSong supports a therapeutic model for elder wellness and offers specialized educational and research activities through Pacific Institute. These new programs will be implemented at AgeSong at Lakeside Park within the first six months of the new operations.

AgeSong, with the support of Pacific Institute, will provide the next level of holistic care programs to the current and future residents and families at Lakeside Park.

For further information about AgeSong Senior Communities please visit www.agesong.com or call (415) 415-431-8143. The AgeSong at Lakeside Park website is at www.lakesideparkalz.com. For information about Pacific Institute, visit www.pacificinstitute.org or call (415) 861-3455.