

Community Comes Together to Help Seniors in Need

SAN JOSE, Calif., Jan. 11 (SEND2PRESS NEWSWIRE) – The Silicon Valley community came together to help Comfort Keepers® collect 2000 lbs. of food through its STOP Senior Hunger food drive for local seniors in need during September, Hunger Action Month and 2010 Holiday Season.

“We asked the community to help make food donations to help local seniors and raise awareness of the growing epidemic of senior malnutrition, and they came through with open arms,” said Alina Baktashian, Client Services Director of Silicon Valley and Peninsula Comfort Keepers. “Its obvious the people living in Silicon Valley care about helping our elders, and with this kind of support, we will be able to help our senior neighbors live healthy, independent lives by getting the food and nutrition they need.”

Comfort Keepers partnered locally with Second Harvest Food Bank to place food collection bins at ten partner business and community service locations during 2011 Holiday Season

“There are many factors involved in malnutrition, and hunger is just one of those,” said Baktashian. “We hope this campaign helped people to understand the depth and seriousness of the malnutrition problem among seniors and how it impacts families beyond just food security and availability.”

Hunger can lead to malnutrition and other serious health problems in seniors. In fact, one in three seniors in the care of others is at risk for malnutrition or under-nutrition. Malnutrition is the result of the body not absorbing enough nutrients – which can be caused by hunger or other factors, including lack of interest in eating, loneliness, dental problems or the side effects of medication. For seniors, malnutrition means the potential for increased hospital stays, increased health complications, early entry into assisted living or premature death.

In response to a growing need for awareness about senior hunger, the Comfort Keepers system has launched a nationwide campaign called STOP Senior Hunger to create awareness for the importance of a healthy diet for those 65 and over. This senior nutrition campaign aims to help seniors preserve their independence by providing diet and nutrition information, encouragement and necessities.

For more information on the local STOP Senior Hunger campaign, please contact your local Comfort Keepers office at 408-446-1199.

About Comfort Keepers:

Comfort Keepers® is a leading franchise network in the in-home care market for senior and other adults needing care. Since its founding in 1998, the company has grown to more than 600 franchised locations around the world by staying true to the founders’ goal of providing in-home care services that allow clients the opportunity to age in place. In August of 2009, the brand

was strengthened even further by the purchase of the franchisor, CK Franchising, Inc., by Sodexo, one of the world's leading food and facilities management services companies and the global leader in the health care and seniors markets. For more information, visit www.comfortkeepers.com .

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