



FOR IMMEDIATE RELEASE

August 14, 2009

CONTACT: Dana Whitcomb, 941.927.2202  
dwhitcomb@calmaromatherapy.com

### **CALM Program's Growth Has Been Anything But Calm**

SARASOTA, FL: CALM (Comfort and Life Memories), a program that uses aromatherapy, massage, and sensory stimulation to enhance positive feelings and help prevent memory loss among residents of assisted living and memory care communities, has recently seen significant growth. From awards and presentations to websites and blogs, CALM's recent growth has been anything but calm.

The CALM program offers a unique approach to treating many of the symptoms of Alzheimer's and other dementias, as well as all residents of assisted living communities and nursing homes. The program incorporates an intensive training program for the staff of the community, complete sales and marketing support, and unlimited guidance on everything from the design of the CALM room at a new community to an extensive printed step-by-step manual for the caregivers.

In May, the CALM Training Program received a Gold Award for Staff/In-Service Training Programs at the 18<sup>th</sup> annual National Mature Media Awards. The awards, presented by the Mature Market Resource Center, a national clearinghouse for the senior market, recognize the nation's finest advertising, marketing and educational materials designed and produced for older adults.

"We were delighted to take part in the program this year, and were honored to be selected as a winner," said Tracy Lux, President of Trace Consulting Group and one of the founders of the CALM program. Hundreds of entries were judged by a distinguished panel of mature market experts from across the United States for overall excellence of design, content, creativity, and relevance to the senior market.

CALM Global, LLC has lived up to its name by going global. Lux and Donna McAleer, President and CEO of Elant, Inc., recently returned from London where they presented the CALM program to hundreds of professionals in the senior living industry at the IAHS (International Association of Homes and Services for the Aging) Conference.

CALM has also recently launched their new website, [www.calmaromatherapy.com](http://www.calmaromatherapy.com), which explains what the program does and how it can help people. In addition, a CALM blog has been launched that is available to current CALM service providers. It is a forum for sharing ideas and strategies among caregivers, and it allows CALM employees to announce new developments and techniques to its CALM "family."

**About Trace Consulting Group:** Trace Consulting Group (TCG) is a full service marketing firm that specializes in market research, strategic planning, advertising, public relations and mystery shopping, as well as executive search and training programs, all targeting the mature market and senior housing industry.

CALM Global, LLC • 3243 Espanola Drive • Sarasota, FL 34239

941.927.2202 • Fax 941.350.3906 • [www.calmaromatherapy.com](http://www.calmaromatherapy.com)