

# The Continental Group uses resources to help non-profits

Gary Pyott, President of the Property Management Division for the Continental Group, is a perfect example of Continental's enthusiastic support of non-profits in communities throughout the state. Continental realizes the importance of using its resources to help worthy causes near and dear to the hearts of the homeowners and families it serves, as well as those of its own employees. Company representatives talk to Board Members and residents of Continental communities statewide to find out what really matters to them, what causes they fight for and how they can help. They then do what they do best; they encourage their exemplary employees to get to work and make a difference. *Continental Cares* is an employee-led and powered initiative.

In 2009, Board President Fern Duberman asked Gary if Continental would become a sponsor of the Annual Pink Ribbon Luncheon benefiting the South Florida Affiliate of Susan G. Komen for the Cure®. Fern is the chairperson for the luncheon and explained that Susan G. Komen "is dedicated to combating breast cancer at every front". She informed Gary that up to 75% of the Affiliate's net income goes toward funding grants for local hospitals and community organizations that provide breast health education and breast cancer screening and treatment programs for medically underserved women. It also supports the national Komen Grants Program, which funds breast cancer research and educational and scientific programs around the world.

Upon joining the committee, Gary learned that breast cancer affects everyone; be the family members, friends or co-workers, with no bias regarding gender, ethnicity or age. Programs supported by the luncheon had reached over 1.2 million people to date in the South Florida region.



Co-Chairs Fern Duberman and Gary Pyott

As Gary's commitment to the cause grew, so did his involvement. In 2011, he became co-chair of the luncheon and committed Continental to a Gold Sponsorship. As co-chair, Gary is diligently working to encourage other large companies to sponsor the luncheon. His dedication increases yearly as he learns about the devastating impact that breast cancer has on families. Gary believes "that giving back to the community is not an obligation but a privilege."

The 7th Annual Pink Ribbon Luncheon will take place at the Woodfield Country Club in Boca Raton on October 17th. October is Breast Cancer Awareness month. For more information, call Gary at 561-989-5086 or visit Susan G. Komen for the Cure at [komensouthflorida.org](http://komensouthflorida.org).

# CCRC option offers seniors chance for 'new life chapter'

As a senior living option, one commonly held attitude about continuing care retirement communities (CCRCs) is that they're "filled with old people who are sick and dying." But a report by gerontologist Ken Dychtwald Ph.D dispels the myth and examines the misconceptions behind these attitudes and beliefs.

"For some, the thought of visiting a CCRC conjures up images of sickness, decline and dying," said Dychtwald, CEO of Age Wave. "They resist moving to a CCRC because they view it as their 'final resting place' or 'exit strategy.' They put off the decision as long as possible. They think that someday they may consider moving, but today, they say, 'I'm not quite ready.'"

The reality, according to the report, is that many people choose CCRCs like VI Aventura to pursue opportunities for new learning, new activities and a "new chapter in life."

Titled "Five Myths and Realities of Continuing Care Retirement Communities," Age Wave's report and supporting research were commissioned by Vi, a developer, of older adult living communities, including VI Aventura. The document is available in its entirety at [ViLiving.com](http://ViLiving.com).

According to the report, many people have the mistaken belief that CCRCs are like nursing homes, or that life there is

boring and uneventful.

"These are images people have of visits years ago with grandparents and relatives living in an old-style nursing home, which at that time were often institutional, highly medical, and lacking in privacy," Dychtwald said.

The reality of living in a CCRC today is quite different, according to the report. CCRCs like VI Aventura offer opportunities to engage in activities ranging from lectures, art workshops, exercise classes, events and clubs. As a result, living at a CCRC can offer far more mental stimulation and social engagement than staying in one's current home.

For those who want to postpone moving from their current home until they're too unhealthy to live there, the report finds that today, deciding to move to a CCRC is typically a proactive lifestyle move, rather than a reaction triggered or forced by poor health or other negative events.

CCRCs like VI Aventura offer independent living with a combination of a private residence, services, amenities and care (for example, assisted living, memory support care and skilled nursing care).

*For more information contact Marjorie Aloni, Community Relations Manager at 305-692-4829.*



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