

# Media Alert

FOR IMMEDIATE RELEASE  
January 30, 2009

FROM: Neighborly Care Network  
FOR MORE INFORMATION,  
CONTACT: Sandra Narron  
(727) 573-9444, ext. 203

TO: Editor

## **New Resource Available for Pinellas County Area Seniors and Their Families**

Pinellas County seniors now have a new resource to help them age successfully. Debra Shade, President/CEO with Neighborly Care Network, recently completed a comprehensive course through the Society of Certified Senior Advisors (SCSA) and earned the designation of Certified Senior Advisor (CSA)®. SCSA is an international organization that has trained more than 20,000 professionals to meet the changing needs of a growing senior population.

“The health, financial, and social needs of seniors are different and more complicated than those of any other age group. SCSA keeps professionals from a wide variety of fields abreast of all these issues by providing education, training, support, and communication resources to those of us dedicated to serving seniors,” Shade said.

The explosion in growth of the senior population is one of the most important demographic developments of the 21<sup>st</sup> century. Two-thirds of the people who have lived past the age of 65 are alive today. In the United States alone, seniors (age 65 and older) number 35 million and will continue to increase (with women being the largest segment), leading an unprecedented shift in the age of the population. By 2030, the U.S. Bureau of Census predicts there will be about 70 million people who are 65 and older – one in five Americans will be seniors.

If you or a loved one has aging issues, you can turn to Neighborly Care Network for help, knowing that you are receiving advice from a certified professional and from an organization that has been helping seniors for almost 43 years. For more information, call Neighborly Care Network at 727-573-9444.

#####