



NEWS RELEASE

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Local Senior Care Agency Donates \$10,000 to “Brown Bag” Senior Food Distribution Program *Lackluster Economy Underlies Growing Need for Older Adults*

NOTE: Check Presentation, Thursday, August 7, 11 a.m., at the United Methodist Church, 1543 Sunnyvale, in Walnut Creek.

WALNUT CREEK, Calif. – Martie Cruz, franchise owner of the Home Instead Senior Care of Walnut Creek, is donating \$10,000 to make sure local seniors struggling to make ends meet are getting enough to eat. The money will go to the Brown Bag senior food distribution program administered by the Food Bank of Contra Costa and Solano, which distributes free bags of groceries to low-income seniors in both counties.

“Evidence is mounting that seniors are cutting everyday expenses to keep up with the economic downturn and, as a result, are putting themselves at risk,” said Martie Cruz, owner of Home Instead Senior Care, whose professional caregivers provide non-medical, in-home care and companionship to seniors in Central Contra Costa.

Nearly 60 percent of seniors 65 and older surveyed in a May AARP study called, “The Economic Slowdown’s Impact on Middle-Aged and Older Americans,” said they found it more difficult to pay for essential items such as food, gas, and medicine.

“Seniors at all income levels may be facing choices they haven’t had to make in the past and skipping meals may seem like a simple money-saving solution, but it’s dangerous,” said Cruz. “That’s why we want to enhance local efforts to make sure local seniors are eating well.”

Cruz will present a check for \$10,000 to Larry Sly, executive director of the Food Bank, on Thursday, August 7, 11 a.m., at the United Methodist Church, 1543 Sunnyvale, in Walnut Creek, which is one of the distribution sites.

The \$10,000 donation is part of the Grand Giveback campaign recently launched by Cruz to contribute to and honor community programs that enrich the lives of a grand generation. Volunteers from Home Instead Senior Care will be on hand to distribute groceries in reusable Grand Giveback tote bags.

To qualify for the Brown Bag program, participants must be 55 years of age or older, must reside in a low-income household that meets the state income guidelines, and must reside in Contra Costa or Solano County.

For more information about the Brown Bag Program, please call Charlene Burns at the Food Bank, (800) 870-FOOD, or email her at cburns@foodbankccs.org.

For more information about the Walnut Creek Home Instead Senior Care call (925) 280-9688 or log on to www.SeniorsBayArea.com.

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10 Cost-Cutting Warning Signs

Cuts of essential items such as food should be of immediate concern to seniors' families, said Martie Cruz, owner of Home Instead Senior Care in Walnut Creek. Here are some other warning signs that seniors are cutting too much.

1. Is your senior's home too warm in the summer and too cold in the winter?
2. Is the lawn not getting mowed or walk not getting scooped?
3. Is your loved one complaining about not being able to afford medications?
4. Are home repairs not getting made?
5. Is there a shortage of food in the house?
6. Is your senior skipping doctor's appointments?
7. Is your older adult staying home more and becoming isolated?
8. Is your senior cutting out entertainment?
9. Does your loved one eat out less?
10. Did your senior cancel a vacation?