

FOR IMMEDIATE RELEASE

AgeInPlace.com Gives Baby Boomers and Caregivers a Voice, Information and Helping Hand

AgeInPlace.com offers an extensive library of original articles, news, videos, user submitted stories and information from certified specialists about aging in place topics and caring for elderly parents.

SEVIERVILLE, TN, July 10, 2008 -- Now in BETA, <http://ageinplace.com> provides a focused resource to Baby Boomers preparing to age in place or who are caring for an elderly parent. Covering topics such as home modifications, health care, community action efforts, local resources, assistive technology and finances, the site brings together relevant news and information from a wide variety of sources to assist seniors in maintaining independence for longer. Visitors can share their stories or experiences through articles, photos and videos, and can ask questions to their peers relating to their current caregiving situation, get home modification ideas or answers to other aging in place topics at <http://ageinplace.com>.

The U.S. Census Bureau estimates there are 78.2 million Baby Boomers. By the year 2030, 1-in-5 people will be age 65 or older. According to Mark Hager, owner of AgeInPlace.com, this statistic should be enough to make everyone stand up and take notice. "We saw a real and growing need for timely and helpful information for the people dealing with personal aging issues as well as the day-to-day care for elderly parents," Hager said. "The majority of seniors want to stay in their homes as long as they can. We want to help them make this a reality and help reduce the strain on their families."

AgeInPlace.com assists at the family level by providing relevant and reliable news and original articles on topics specifically focused on helping Baby Boomers address the aging needs they have for themselves and their parents. The site not only provides information, but also a way for visitors to ask questions, exchange ideas with other visitors and get input from professionals. They also can submit a story or video about their own experience, such as making home modifications, providing care for their parents or to financial choices they made, to name a few.

Caring for the elderly has become an issue that impacts everyone. The National Aging In Place Council, the National Home Builders Association, the U.S. Administration on Aging and many others have been working to help individuals and families with the problems older citizens are facing. When asked about the efforts by the government and national organizations to address this monumental age shift, Hager stated, "As Baby Boomers age, they are facing issues with elderly parents, while dealing with their own situations. This has become an issue in just about every community across the globe. People and communities are looking for answers; for help. It's going to take a grass-roots effort and everyone will have to be involved, from the federal government down to individual families."

The staff includes a Certified Aging in Place Specialist (CAPS) with experience in real estate and construction, a Senior Editor experienced in reporting elderly care issues and a technical specialist with 20 years of IT and Internet development experience. These skills, combined with information from professionals providing care to the elderly and input from citizens across the nation, are the foundation for a resource for anyone needing aging in place help.

When asked about the motivation behind the idea, Hager said, "It's simple, really. We're just a few people who saw a glaring need and way we could bring people together and make a difference. Our goal is to ultimately give assistance where it is most needed; to the people dealing with these issues every day."

For more information about aging in place or AgeInPlace.com, please visit the website at <http://ageinplace.com>.

Company Profile:

About AgeInPlace.com: <http://ageinplace.com> is a resource for Baby Boomers who are preparing to, or already are, retired. It covers a wide variety of topics and services geared towards those aging in place or caring for an elderly parent. The site provides relevant news, information, original articles and insight from certified specialists.

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