



FOR IMMEDIATE RELEASE

**U.S. Senator Blanche Lincoln and Frank Broyles announce the first-ever
Silver Summit — an exciting aging event in Arkansas!**

FAYETTEVILLE, AR—Honorary co-chairs U.S. Senator Blanche Lincoln and Frank Broyles announced an exciting aging event for Arkansas — the first Silver Summit to be held Nov. 3-4, 2006 at the John Q. Hammons Convention Center in Rogers. Hosts for the event will be the Schmieding Center for Senior Health and Education, a program of the Donald W. Reynolds Institute on Aging at the University of Arkansas for Medical Sciences (UAMS), Northwest Health System; and two other UAMS programs, the Area Health Education Center – Northwest and the Arkansas Aging Initiative.

The first annual Silver Summit is expected to attract Baby Boomers and their parents searching for information about aging, connections with aging resources, and the best products and services for seniors—America’s fastest-growing group! Attendees will also include: home caregivers, health care professionals, businesses and professionals wanting relationships with this growing market, and media covering the age boom—one of the biggest stories of the 21st Century.

The Silver Summit will consist of two days of conference sessions featuring some of the hottest names on the new stage of aging and how to make the most of it. There will be general sessions on Peak Aging that are free and open to the public as well as in-home elder caregiver information and training, and geriatric continuing education for professionals. A tradeshow featuring dozens of booths addressing senior information, products and services will be open during the two-day summit covering areas such as Healthcare & Wellness, Caregiving, Daily Living Resources, Senior Connections, and Life Planning.

For More Information Contact: Virginia Thompson, 479-927-9977, virginiathompson@cox.net
Leslie Taylor, 501- 686-8998, leslie@uams.edu

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