

# American Senior

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## MEDIA ALERT

### New Activity & Engagement Resource for Senior Living

**Cleveland, OH, March 9, 2018** – American Senior Magazine (division of PS Lifestyle) introduces a new activity package designed for senior living professionals seeking additional resources to supplement their current activity and life enhancement calendar of events.

The Program Enhancement Package (PEP) offers programming activities based on the content of a corresponding issue of American Senior Magazine. Each program is thoughtfully crafted to entertain, educate, engage and empower seniors. All programming can be easily modified to adapt to the differing needs and abilities of participants and is presented in a policy and procedure format, familiar to most activity and life enrichment professionals. The PEP assists with streamlined planning, allowing for more focus on resident interaction, and the enriching physical, cognitive and social engagement content contributes to a well-rounded quality of life that supports attracting new residents.

The bi-monthly package contains 15+ program activities and 25 magazine copies per issue (six issues per year). It also allows access to webinar training and one-on-one support. Pricing is \$279.99 per year with a monthly billing option available.

For more information, visit [www.americanseniormagazine.com/enhancement](http://www.americanseniormagazine.com/enhancement). View a sample activity [here](#).

#### About American Senior

American Senior is a pro-aging lifestyle print publication designed to entertain, educate, and empower seniors and their friends, family, and caregivers. The editorial mission is to publish a high-quality general interest magazine that serves to be useful and entertaining while addressing issues from the perspective of seniors. The tone is that of a trusted friend, someone who recognizes the challenges of growing older, but also a chatty celebration of the rich, varied tapestry of experience and interests that seniors have. Featured articles include a mix of pop culture personalities that the senior market can identify with, issues related to aging and living well, and evocative pictorial articles with an emphasis on American culture, all in a large style format that seniors prefer. [www.americanseniormagazine.com](http://www.americanseniormagazine.com)

#### About PS Lifestyle

PS Lifestyle was founded in 2008 with the simple goal of transforming senior community “beauty shops” into professional salons and spas. Its teams strive to develop deep and sensitive connections with senior clients and, by extension, their families and professional caregivers. In everything the organization does, it seeks opportunities to boost the marketability of partner communities and enhance resident and family satisfaction. Since its founding, PS Lifestyle has paid attention to and learned from its vast experience within the senior community environment and developed new innovations to complement its trusted position as the largest amenity service and lifestyle operator in the U.S. marketplace. [www.salonps.com](http://www.salonps.com)

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