



**Salem Lutheran Home**  
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**For Immediate Release**

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**Salem Lutheran Home Renews Eden Alternative Certification!**

**Nov. 22, 2010 – Oakland, Calif.** – Salem Lutheran Home in Oakland invites the community to join its residents and families for the renewal of its Eden Alternative certification, a philosophy of care that seeks to eliminate the plagues of boredom, loneliness and helplessness in senior communities across the country and the world. The event is being held on Monday, Nov. 11, at 2 p.m. PT, on Salem’s 2361 East 29<sup>th</sup> Street campus.

Salem’s chaplain will lead a blessing on its Terrace, memory care neighborhood, and will travel to the Skilled Nursing Care Center. The festivities will culminate with a grand celebration in Salem’s theatre-style Gathering Room. Additionally, recent graduates of Salem’s Compassionate Care Program will be honored and recognized for their accomplishments as ambassadors of medical and emotional care for patients with terminal diseases in order to make their lives more comfortable when treatment proves futile. The Compassionate Care Program teaches staff to provide medical treatment as well as emotional support to help patients cope with the final stages of life.

“We are strong proponents of the Eden Alternative at Salem Lutheran Home,” said Gilbert Carrasco, Executive Director, Salem Lutheran Home. “We are improving quality of live for the people who call our community home and sharing knowledge about how to provide vibrant, vigorous living. We must continue to create a living garden where people grow and thrive,” Carrasco said.

The core concept of The Eden Alternative is strikingly simple. It seeks to see places where elders live as habitats for human beings rather than facilities for the frail and elderly. It hinges on the concept that at any age or level of care human beings are valuable, growing, learning and thriving.

The event is free and open to the public and is being held in Salem’s Gathering Room, located at 2361 East 29<sup>th</sup> Street, Oakland, CA 94606. Live music and light refreshments will be provided.

**About The Eden Alternative**

The Eden Alternative is a small not-for-profit organization making a big difference in the world. It is based on the core belief that aging should be a continued stage of development and growth, rather than a period of decline.

To learn more about The Eden Alternative, visit the website: <http://www.edenalt.org/>.

**About Salem Lutheran Home**

Salem Lutheran Home has been providing high-quality services to seniors for over 86 years. As part of the Elder Care Alliance professional team, Salem is dedicated to the philosophy and spiritual tradition of its sponsors – respecting and celebrating the dignity and inherent worth of each person and increasing quality of life for our senior population.

Salem Lutheran Home provides a full continuum of care including residential living, assisted living, two types of memory care and a care center with skilled nursing. Salem's services are provided in a variety of accommodations on a sprawling and beautiful five-acre campus. Salem Lutheran Home is affiliated with Elder Care Alliance, which is cosponsored by the Sierra Pacific Synod of the Evangelical Lutheran Church in America and the Sisters of Mercy Regional Community of Burlingame. Salem Lutheran Home welcomes seniors from all faiths and religious backgrounds to its community.

To learn more about Salem Lutheran Home, visit the website at [www.salemlutheranhome.org](http://www.salemlutheranhome.org).

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