

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CENTRAL COAST SENIOR SERVICES, INC. SPONSORS NATIONAL GRANDPARENTS DAY LUNCHEON

Leading home care firm honors grandparents with luncheon at Meals on Wheels of the Monterey Peninsula

PACIFIC GROVE, Calif. – August 26, 2008 – Central Coast Senior Services, Inc. (CCSS), is pleased to sponsor a luncheon honoring local grandparents in recognition of National Grandparents Day. The luncheon will be held at the Meals on Wheels of the Monterey Peninsula, located within the Sally Griffin Active Living Center in Pacific Grove on September 5, 2008 from 11:30 AM - 1:30 PM.

"We are delighted to recognize the importance of all grandparents in anticipation of National Grandparents Day, which is on September 7th, 2008 this year," said CEO John O'Brien.

Through its group dining program, the Meals on Wheels of the Monterey Peninsula offers healthful meals to individuals 60 years and older who want to enjoy good fellowship and hot, nutritious meals at six locations in a "people environment" on the Monterey Peninsula. The meals are prepared daily in the Meals on Wheels' kitchen located in the Sally Griffin Active Living Center and are delivered to each of the six satellite locations. These locations also provide activities that are vital to healthy aging and independence. A modest donation is requested to cover a portion of the cost.

National Grandparents Day was originated with Marian McQuade, a housewife in Fayette County, West Virginia in order to champion the cause of lonely elderly in nursing homes and encourage grandchildren to recognize the wisdom and heritage their grandparents provide. In 1978, President Jimmy Carter proclaimed that National Grandparents Day would be celebrated every year on the first Sunday after Labor Day.

CCSS, located in Pacific Grove, California, has been offering home care on the Central Coast since 1996. Its services include case management, in-home (non-medical) care, and education and consultation about aging, including personalized long-term care plans tailored to each client's specific needs.

The luncheon in recognition of National Grandparents Day will take place on Friday, September 5, 2008 from 11:30 AM - 1:30 PM at the Sally Griffin Active Living Center located at 700 Jewell Avenue in Pacific Grove. Reservations are requested and space is limited to 100 people. To reserve a space, call Meals on Wheels of the Monterey Peninsula at 831.375.4454. This luncheon is FREE to all grandparents over 60 years old. For more information on Central Coast Senior Services, Inc., please call 831.649.3363 or visit www.centralcoastseniorservices.com.

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About Central Coast Senior Services, Inc.

Central Coast Senior Services, Inc. (CCSS) is a home care agency established in 1996. With a team of more than 120 dedicated professionals serving the community, CCSS sets the gold standard for home care on the Central Coast. CCSS strives to help individuals live as independently as possible, comfortable and safe in their own homes. Services include free consultations, information and referrals, case management, assessments, and home management. CCSS is based in Pacific Grove, California. For more information, please call 831.649.3363.