

MEDIA RELEASE

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Media Contacts:

Rosalee MacKinnon, Johnston Communications
e-mail: johnstoncomms@gmail.com

Dan Belk, Keep In Mind, Inc.
Phone: (803) 396-3824



Tackling the NFL Alumni Cognitive Concerns thru Coaching.

Former players reaching out for support and resources.

(Indian Land, SC) - Since announcing a Dementia Care Coaching Initiative for former professional Football players and their family caregivers, just a few weeks ago; South Carolina based Keep In Mind, Inc., has already received inquiries from alumni concerned about cognitive decline.

Keep In Mind, Inc. offers customized Dementia Care training for family caregivers. "We have a holistic Dementia Care philosophy and we provide suggestions and solutions, based on the issues the caregivers share with us." explains company President and Dementia Solutions Expert, Ellen Belk.

"80% of all dementia care is delivered by family members or close relatives. Often these folks are thrust into those duties with zero experience. The Doctors give the diagnosis but rarely provide adequate information or resources about what comes next," says Belk.

While meeting with a former player, whose bust adorns the Pro Football Hall of Fame; he expressed concerns for his wife and children and how his cognitive decline will impact them. Belk believes Keep In Mind, Inc. is the perfect resource for this emerging clientele.

"I can 'coach' family care partners on how to use the information from a players past to their benefit now. Dementia care is tough, but it can be much easier when you utilize a person's past history in their care planning." says Belk. "As an athlete myself, I believe dementia care takes a Team to be successful. Using that philosophy with people that already have an understanding of what teamwork looks like, is an undeniable bonus."

Dementia isn't a specific disease. Instead, dementia describes a group of symptoms affecting thinking and social abilities severely enough to interfere with daily functioning. Many causes of dementia symptoms exist.

Belk, a former NFL beat reporter, on-air talent and radio producer in Milwaukee, Charlotte and New York; has spent the last 13 years of her career advocating for those with a dementia diagnosis and training caregivers. Remarkably she successfully transitioned from the NFL sidelines & locker rooms to an accomplished leader in Dementia Care.

"I am in a unique position; that certainly sets me apart from my peers in Dementia," Belk says. "My years inside professional sports and most notably football; give me a connection with former athletes. I understand their mindset, I relate to their competitiveness and the intensity of the game. Having that perspective is essential."

Keep In Mind, Inc. offers Care Coaching to former athletes and their caregivers. With a holistic philosophy and a team-like approach; Care Coaching is a benefit to those who seek guidance for day-to-day caregiving dilemmas, care and advocacy suggestions and long term planning support.

In addition, Keep In Mind, Inc. offers a Corporate Wellness initiative, designed for family caregivers who must maintain a career/job outside of their care duties. For more company information visit: www.keepinmindinc.com.

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