

MEDIA RELEASE

FOR IMMEDIATE RELEASE

October 4th, 2013: **Matthew Longman is now a Certified Aging in Place Professional!**

Aquassure Accessible Baths is proud to announce our CEO Matthew Longman as a Certified Aging-in-Place Specialist (CAPS). He is certified in making remodeling recommendations to meet the unique needs of the older population, disabled owners and their visitors.

Aging-in-Place is the ability to live independently in one's home regardless of age or ability. An Aging-in-Place Specialist is certified to make sound recommendations on how to improve the safety of your home. This may be anything from replacing a bathtub, to better organizing spaces, or advising about accessibility products. A Certified Aging-in-Place Specialist has been trained in the unique needs of the older population, aging-in-place home modifications, common renovation projects and solutions to common barriers. There are fewer than 30 people that have obtained CAPS in Canada.

The CAPS program was designed by the National Association of Home Builders¹, in partnership with the American Association of Retired Persons (AARP) and Home Innovation Research Labs. CAPS is also recognized by the Canadian Home Builders Association and many medical associations. The program embodies Matthew's belief that a person should be able to live with dignity and increased independence as long as possible.

The CAPS designation requires that graduates meet prescribed standards of business practice, have proven track records of successful project management, complete a comprehensive education curriculum and pledge to uphold the program's rigorous code of ethics.

50+ is the fastest growing segment of Canadian populations and most own their own homes. In Canada, the number of seniors requiring assistance is expected to double in the next 30 years, with 10 Million existing homes needing some accessibility or aging-in-place updating.² 75% of those 45+ want to stay in their own homes as they age. Many people can remain in their home with modifications and changes to their living environments. This can be more cost effective to individuals and families compared to the cost of an assisted living environment.

As a Certified Aging in Place Specialist, Matthew will combine his new skills with his expertise in Aquassure Accessible Bath's line of quality walk-in bathtubs, slide-in bathtubs, barrier-free showers to find the best bathing solutions for his customer's needs.

"People want to be safe, but they also want things to look good. Many of the new products on the market are designed to be user-friendly but also very attractive and long-lasting. The trend is moving away from adding a couple of institutional grab bars to designer options, colours and finishes. Our mobility changes over time, and it is important to meet accessibility needs now and in the future and to do it in style," says Matthew Longman, CEO Aquassure Accessible Baths. "By staying in their own home it's easier to maintain relationships with friends and family, and this makes for improved social connections and emotional wellbeing."

Matthew is a CAPS, and an Registered Massage Therapist (RMT) who has twenty years' experience in the healthcare industry and a decade of experience designing accessible bathing systems. His dedication to improving the lives of his patients inspired him to pioneer changes in accessibility products and to design the Active Living Spa Slide-in Tub, a tub that improves upon the traditional walk-in bathtub.

Matthew Longman can be reached at Aquassure Accessible Baths at 1-866-404-8827. The Aquassure showroom is located at 1048 Richter Street, Kelowna, BC.

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1. Certified Aging in Place Specialist – National Association of Home Builders
<http://www.nahb.org/page.aspx/category/sectionID=686>
2. Canadian Home Builders Association -
<http://chba.ca/uploads/CRC/March%202012/Victor%20Fiume%20Presentation%20-%20Accessibility%20-CRC%20Through%20the%20Front%20Door.pdf>

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