

Media Release
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For Immediate Release

AQUASSURE ACCESSIBLE BATHS CELEBRATES THE INTERNATIONAL DAY OF OLDER PERSONS AND CANADA NATIONAL SENIORS' DAY OCTOBER 1ST

We are getting older. Today, one in every ten people is 60 years or older. By 2050, one out of every five will be an older person, and by 2150, one third of the people in the world are expected to be 60 years of age or older". People 80+, are the fastest growing portion of the population in many countries, including the United States.

For the 80+ crowd, it is no longer unusual to have a couple of generations living in the same care home. Many 50+ people have a parent and grandparent to take care of, not to mention kids still in college.

This demographic shift cannot help but have a transformational affect on our society. Seniors are a growing political and social force and are not willing to slowly fade away. Not only is 50 the new 40, but 70 is the new 60.

Challenges include healthcare, housing and long-term financial security. With more people living longer, there is a financial burden on governments and caregivers, if people do not have the resources to pay for 30 years of retirement. Delaying retirement and working part time in retirement are two ways of offsetting this.

Another way to deal with financial and housing challenges is for seniors to renovate their home for long-term use rather than move into a care facility, so that they can maintain their independence and save money on monthly overhead as long as possible.

Aging in place is generally financially beneficial. Putting off the monthly cost burden of assisted living by modifying the existing home can pay itself off in 3-6 months. Most people can expect at least 10 years of disability in their lifetime, but this like most things can be managed and planned for.

"I am proud to be the designer of a line of accessible bathtubs that helps seniors deal with the challenges of declining mobility, without compromising their quality of life," says CEO of Aquassure Accessible Baths, Matthew Longman. "It is satisfying to help people maintain their independence, while helping in a small part with the challenges of our aging population and increased expectations for comfort and lifestyle."

Aquassure Accessible Baths is a Kelowna manufacturer of accessible bathtubs. They sell their patented sliding-door accessible baths to customers and care homes all over the US and Canada. They are growing rapidly and area actively expanding their US and Canadian distribution network with new dealers being added weekly.

For more information about Aquassure Accessible Baths visit www.aquassure.com or call 1-866-404-8827.

Media Contacts:

Christina Jones, Marketing Coordinator
Aquassure Accessible Baths
1-866-404-8827
cjones@aquassure.com

Press kit and photos are available. Please contact cjones@aquassure.com