



Contact:  
Krystin Williamson  
Nuffer, Smith, Tucker  
619/296-0605, ext. 247  
knw@nstpr.com

**SAN DIEGO RECEIVES STATE AWARD FOR ADVOCACY WORK WITH SENIOR  
CITIZEN ISSUES**

**SAN DIEGO - April 2, 2012** - Rancho Peñasquitos resident Todd Shetter was honored on Wednesday, March 28, for his advocacy work with seniors and senior health issues in California. Shetter received the "Advocate of the Year Award" from the California Assisted Living Association (CALA).

Shetter is currently the chief operating officer of San Diego-based ActivCare Living, a specialized residential memory care provider, and has more than 24 years of experience in the assisted living and memory care field. He is an active voice for individuals suffering from the different stages of memory loss, including mild cognitive impairment (MCI), Alzheimer's disease or related dementia, through his policy and legislation work, community involvement and personal support.

"CALA is incredibly appreciative of the work Todd has done on behalf of assisted living providers throughout the state," said Sally Michael, CALA president. "His leadership within the association and in his local community is a great example of how one individual's efforts can impact so many."

Increasing awareness and providing free consumer resources for family caregivers has also been a top priority for Shetter. He helped create a video series about specialized assisted living care, interviewing caregivers to better understand their personal perspectives, and started free quarterly Town Hall Forums through ActivCare Living eight years ago to provide family caregivers helpful information about Alzheimer's caregiving from industry and medical experts. In an effort to support and educate family caregivers, he created

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## T. SHETTER HONORED AS ADVOCATE OF THE YEAR – 2-2-2-2-2

[Alzheimer's Care Solutions](#), a website that compiles broad-based tips, information and research.

Shetter has also served in many different advocacy roles. As a CALA board member, he is currently treasurer for the organization and has chaired the public policy committee for the last two years. He has also served as chairman of the board of directors of Glenner Alzheimer's Family Centers and is a former board member of Senior Community Centers in downtown San Diego.

"Todd embodies the principles that families want in an advocate in their corner – passion, understanding and dedication," said W. Major Chance, founder and chief executive officer of ActivCare Living. "His passion for providing caregivers with a voice and informational resources is unparalleled in San Diego."

### **About ActivCare**

ActivCare Living develops and manages communities designed to enhance the lives of those with memory loss. Whether in the early or late stages of memory loss, ActivCare's purpose-built communities, propriety programs, experienced staff and compassionate care offer a new life to affected individuals and hope to their families. For more information about ActivCare Living and its communities, please contact 858.565.4424 or visit [www.activcareliving.com](http://www.activcareliving.com).

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