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For Immediate Release

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Ideas for Life Senior Expo 2019

Bay Area Senior Advocates (BASA) is proud to announce that their 18th Annual "Ideas for Life" Senior Expo will be held on Wednesday, May 15 from 10 a.m. to 3 p.m. at the Grand Traverse County Civic Center, in Traverse City, Michigan. Hosted by BASA, a group dedicated to the goals of education, advocacy, and collaboration on behalf of the needs of our aging community, the expo serves as a convenient and engaging way for people to learn about the range of programs and services available in our region.

This year, the expo has a fun derby horse race theme and attendees are encouraged to wear their most outrageous derby-style hats. Over 100 organizations offering products and services to help seniors and their families navigate aging successfully will be present. Attendees can expect to find free health screenings like dental, hearing and balance testing. Exhibitors provide tons of giveaways, share product samples, and play interactive games. BASA is temporarily re-locating the Bayline stop on Front Street during the expo for attendees' convenience and everyone who uses the BASA Bayline to get to the expo will receive a special gift.

Again this year, attendees can sample a variety of free food offerings in a unique "Taste of Traverse" strolling luncheon at the event, provided by Medilodge of Grand Traverse County, Muson Home Health, Samaritas Senior Living, Village at Bay Ridge and the Antrim County Commission on Aging. Lots of food will be served throughout the duration of the event allowing everyone to enjoy a leisurely day. And, every year, expo-goers must search the event to find a crowd-pleasing favorite, free ice cream!

"We know that when people realize what is important to help them live their lives to the fullest, they will not only be happier, but will live longer as a result. As advocates for older adults in our community, our goal is to assist in any way we can to help families and individuals gain the information they need to prepare for the future," says Amy Northway, Monarch Home Health Services.

All proceeds collected from exhibitors and sponsors support the BASA Cares grant program. Each year, BASA awards ten \$1,000 grants to organizations in the community that support older adults. They also allocate \$15,000 to assist seniors' unmet needs—everything from heating assistance to dental care. BASA thanks the following sponsors: Comfort Keepers, Grand Traverse Ophthalmology Clinic, TCAPS, Cordia at Grand Traverse Commons, Grand Traverse Pavilions, UpNorthLive, BASA, Boardman Lake Glens, Family Hearing Care, WTCM NewsTalk 580, Fyzical Therapy & Balance Centers, Primetime News, Monarch Home Health Services, Senior Benefit Solutions and American Waste for helping make the expo free and open to all ages.

For more information, visit tcseniorexpo.org or follow the event on Facebook by searching "Ideas for Life".

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BASA (Bay Area Senior Advocates) is a collaborative organization of senior service providers serving Grand Traverse and Leelanau Counties. If you would like to learn more about BASA or want to investigate membership in this collaborative group, check us out at basatc.org.