



Companion Radio: Senior Airwaves Pay-Off

Long has music been a source of entertainment, a cradle for memories and a springboard for tradition.

In more modern times, it's been successfully incorporated into geriatric therapy - in areas where orthodox practices and medications fall short, like engaging withdrawn individuals or for memory restoration.

These are the very truths that make Companion Radio one of the most valuable amenities that Roosevelt Care Center at Edison has to offer.

Since first opening in 1994, this New York-based company has provided around-the-clock radio service that targets the aging population with music and programming. It currently services more than 400 long-term care centers, senior living communities and activity hubs nationwide.

"Music is an antidote to boredom, loneliness, low self-esteem and any number of mental maladies," said Roosevelt Care Center at Edison's Recreation Director Joanne Franklin. "It also serves all of our residents, whether they are high or low-functioning or even dealing with a terminal illness. There are a countless number of benefits."

At present, Companion Radio operates on four separate stations, providing programming that spans from Big Band to Jukebox-era music, from upbeat ditties to soothing melodies. Another important caveat is that one of its stations is entirely dedicated to in-service training.

"This in-servicing not only benefits employees by way of education – it can increase productivity levels," said Roosevelt Care Centers Licensed Administrators Dr. Frank Damiani. "This is an industry that is constantly growing and evolving and one of the ways we can stay abreast of those changes is through programs like these. Staff is able to broaden their knowledge, at their convenience, while minimizing our labor or travel costs for professional development."

For more information on Roosevelt Care Centers' many other amenities, log onto www.rooseveltcare.com or call 732-321-6800.

Further details on Companion Radio can be found at www.companionradio.com or by calling 1-800-499-4040.