

# CATALYST

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## FOR IMMEDIATE RELEASE

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### CATALYST BENEFITS, INC. LAUNCHES EDUCATIONAL VIDEO

**Northbrook, Illinois – September 1, 2004** – Catalyst Benefits, Inc., the premier provider of innovative and high quality benefits to the world of aging adult *affinity* (membership) programs, recently unveiled its ground breaking educational DVD, “GrandConnection: Three Generations on GrandParenting,” to raves from three-generational audiences in Orlando, Florida.

Hailed as a “pioneering accomplishment” by Dr. Cullen Hayashida, President of Assisted Living Options Hawaii, the DVD explores the intricate relationships between GrandParents, adult children and grandchildren via interviews with individuals from all three generations. According to Bruce Mondschain, President of Catalyst Benefits, Inc. and Executive Producer of the DVD, the goal of the project was to create opportunities for communication, learning and understanding between the three generations while examining eight major themes such as “Being a Part of Each Other’s Lives,” “GrandParenting in Complex Times” and “Creating a Living Legacy.”

“The DVD, ‘GrandConnection: Three Generations on GrandParenting,’ explores critical themes that are intertwined between the three generations. The DVD represents a testimonial to the combined force and power behind the three generational relationships,” Mondschain said.

As an educational tool, the DVD is highly versatile in terms of its use. It can be utilized for single or multiple generational dialogue, can focus on an overview of GrandParenting or on specific elements and can be seen in its entirety or broken down into various themes/chapters. Accompanying the DVD is an innovate and resourceful study guide.

“This DVD stirs up your own unique experience regardless of where you fit in the grandparent triangle,” said Nancy Whyte, Manager Community Health Presbyterian Intercommunity Hospital. “It touches the core of the complex roles of grand parenting from each generations’ perspective.”

For more information on the DVD or any other Catalyst Benefits, Inc. program, visit [www.grandconnection.net](http://www.grandconnection.net) or [www.catalystbenefits.com](http://www.catalystbenefits.com).