

# 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 American Society on Aging 2004 Business of the Year Award recipient, has added a powerful, innovative training tool to its catalogue of services with its DVD, “GrandConnection: Three Generations on GrandParenting.”

Hailed as “Exceptional as a teaching tool for GrandParents, adult children and grandchildren” by Tim Loerch, Vice President, PBM Services, WebMD, the production recognizes that almost 80 percent of all people over the age of 65 are GrandParents with many becoming first – time GrandParents between the ages of 49 and 53.

“GrandConnection: Three Generations on GrandParenting,” is not simply an exceptional video on GrandParenting,” said Bruce Mondschain, President of Catalyst Benefits, Inc. and Executive Producer of the project. “The vast amount of teaching resources that accompany the video result in it becoming a powerful and valuable educational tool for individuals, families and groups, geared to explore and engage issues of the mind, heart and soul.”

The DVD explores the intricate relationships between GrandParents, adult children and grandchildren via interviews with individuals from all three generations. Its versatile training chapters identify and explore eight critical themes that are relevant to all three generations and inspire viewers to get involved.

The design of the video as an organizational training tool is extremely user friendly in that a link to both editorial material and study questions for all eight chapters is included as well as a link to a facilitator’s message board that is geared to enhance the educational experience. In addition, the eight unique themes/chapters are edited and examined so that they can be used in their entirety or customized into specific training modes.

“This is a dynamic training piece that makes you think about what we want to pass onto the next generation and how we can make a difference,” said Martha Johnson, Director of Service Excellence, Orlando Regional Healthcare.

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).