



FOR IMMEDIATE RELEASE

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## **CREATIVE AGING SERIES ADDRESSES NEW RESEARCH ABOUT AGING AND THE ARTS**

Sacramento, CA--Research shows that brain cells continue to develop throughout the lifespan when new skills are explored through artistic avenues<sup>1</sup>. A new program that speaks to this phenomenon is the *Creativity Matters Series* presented by the Sacramento Metropolitan Arts Commission and the Sacramento Department of Parks & Recreation, Older Adult Services.

The series includes an interactive educational performance Revue and a series of art classes in a wide variety of disciplines, all free to adults 50 or better. The goal is to expand the types of artistic activities older adults are engaged in, thereby contributing to better physical and mental health and more fulfilling senior years. The program has been in the developmental stages for over a year as a joint effort of the two Sacramento City Departments.

### I. PROJECT OVERVIEW:

**CREATIVE AGING REVUE:** An entertaining 45-minute program that brings the new research about aging and the arts to life.

Performance schedule:

- Tuesday, Jan 19 10am Sierra 2 Senior Center, 2791 24th St.
- Monday, Feb 1 1:30pm Eskaton Jefferson Manor, 5959 66th Avenue
- Wednesday, Feb 3 1:30pm - Pioneer Tower, 515 P Street
- Wednesday, Feb 10 1:30pm George Sim Community Center, 6207 Logan Street
- Wednesday, Feb 24 1:30pm Asian Community Center, 7375 Park City Drive

Audience members at this fun, interactive program will learn about the health benefits – both physical and mental – of engaging in creative activities such as visual arts, dance, literary arts and theater. Following the performances, audience members will have the opportunity to enroll in free, professionally led classes that have been scheduled at locations throughout the city.

**CREATIVE AGING CLASSES:** Arts classes are four to six weeks in length with offerings ranging from poetry, creative writing and two-dimensional and three-dimensional visual arts, to various forms of dance, acting and theater.

For class times, locations and how to register (pre-registration is recommended) please call (916) 808-1590, or log onto [www.sacmetroarts.org/other-programs-and-resources.html](http://www.sacmetroarts.org/other-programs-and-resources.html).

Creativity Matters is offered through a partnership with Sacramento Metropolitan Arts Commission and the Sacramento Department of Parks & Recreation, Older Adult Services and is funded by the E.M. Hart Trust Fund.

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<sup>i</sup> Partially extracted from a Washington Post article:  
by Beth Baker  
Special to *The Washington Post*  
Tuesday, March 11, 2008; Page HE01

Information taken from the National Center for Creative Aging website.

“Neuroscientists unaffiliated with Cohen's study are exploring evidence that challenging mental activity such as artistic expression stimulates the growth of new brain cells in the cerebral cortex. Even as we age, said Roberto Cabeza, an associate professor of psychology and neuroscience at Duke University, the creation of these new neuron networks continues.”