



#### Media Contact

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FOR IMMEDIATE RELEASE

### **Converting Life Insurance Policies to Fund Long-Term Care Services *Free Presentation Helps People Discover New Ways to Fund Senior Care***

**March 26, 2014** — Lifesprk's Education Center for Life Care Solutions is offering a free, special education presentation for people in the second half of life, including seniors, adult children and family caregivers on "*Funding Solutions for Senior Living: Convert Life Insurance to Pay for Long-Term Care.*" Participants can choose to attend one of two sessions on either Wednesday, April 23 at 2:00 p.m. or Thursday, May 15 at 6:30 p.m., in the Parkwood Community Room at Parkshore Senior Campus located at 3663 Park Center Boulevard in St. Louis Park, MN. Refreshments will be served.

For the past several years, Lifesprk has worked with Howard Rubin and his LTCi Marketing Administrators (LIMA) group to explore and develop different opportunities to educate and engage people in the second half of life about long-term care needs and funding. According to Rubin, as people grow older they often let their life insurance policies lapse or choose to surrender it for any remaining cash value. "That's a common mistake and today people have options to convert that policy into a fund that can pay for long-term care services," explains Rubin. Instead, he suggests the policy can be converted for a percentage of the face value to pay for senior care. Rubin adds, this is actually a buyout of the policy, which means you no longer have to pay premiums.

These practical presentations will help you explore who is eligible for converting life insurance policies, the steps involved, how this option applies to different scenarios, and the tax impact of conversion.

Space is limited. Please RSVP for this event by contacting Lifesprk Navigation at 952-345-8770 or email [ShineOn@lifesprk.com](mailto:ShineOn@lifesprk.com).

#### **ABOUT LIFESPRK**

One of the fastest growing companies in the Twin Cities, Lifesprk, formerly AgeWell, has experienced double-digit growth almost since its founding in 2004. The company is the leading provider of Life Experience (a unique blend of geriatric care management and home care) in the metro, and is becoming a national catalyst to eliminate the roller coaster of health care crises.

Lifesprk's leaders have seen too many people in the second half of life on a roller coaster of crises that robs *them* of control, opportunities and independence. That robs *our society* of their wisdom, laughter and presence. That's just not acceptable, and the Lifesprk team has made it their passion to **change that experience**. Lifesprk is about opportunities. With three levels of

service available, they provide a flexible continuum of support to match what people need and help them build a pathway to their goals, addressing any issues or concerns that may interfere. With their proprietary Lifesprk Experience™ they provide proactive guidance to give people just the right level of support to SHINE the way they want according to THEIR goals.

Lifesprk was named one of the 2009 Small Business Success Stories by *Twin Cities Business Magazine* and has been identified by the *Star Tribune* as a top workplace in the Twin Cities for two years in a row. Also in 2012, Lifesprk was named a *Fast 50* for the state of Minnesota, marking the third time in five years that Lifesprk has been among the fastest growing private companies in the state.

Known as a business innovator, Lifesprk CEO & founder Joel Theisen was named a 2011 finalist for the Ernst & Young *Entrepreneur of the Year Award* for the upper Midwest. In 2007, he was named one of the 40 under 40 in the Twin Cities and has also been consistently recognized by the media as an outstanding entrepreneur and community activist. Joel has over 20 years of experience in the healthcare industry with specific expertise and focus in home and community-based elder care.



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