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As the child of senior parents and in-laws I saw a need. A need for an organization with roots in the local community who can tailor a product and service to their needs. At the same time help ease the stress for us, the children, especially if we live more than a few minutes away or hours by plane.

We want our parents to age in place and have an active lifestyle. They worked hard their entire lives and should be able to enjoy the golden years – unencumbered by fear and without a care in the world. But age isn’t always kind, accidents happen, people fall, disease hits and being minutes or hours away isn’t fast enough to help them.

* In fact, according to the Centers for Disease Control, 1 in 3 people over the age of 65 takes a near fatal fall every year.
* **According to the MetLife Mature Marketing Institute:** Falls are the leading cause of injury-related visits to the emergency room in the U.S. and the primary cause of accidental deaths (75 percent) in people over 65
* Heart disease and stroke are the No. 1 and 4 causes of death respectively in the U.S today.
* According to the U.S. Census, 11.3 million people, almost 30 percent of those aged 65 and older in the U.S., live alone.
* For women aged 85 and older, that number grows to more than half.
* 42.1 million American adults are currently caring for a loved one.
* Nearly 90 percent of seniors want to stay in their own homes as they age, often referred to as “aging in place.”
* Even if they begin to need day-to-day assistance or ongoing health care during retirement, most (82 percent) would prefer to stay in their homes.
* AARP identified housing features that seniors find are especially important in the later years as they begin to experience reduced eyesight, poorer balance, reduced flexibility, etc. A personal alert system that allows people to call for help in emergencies (79 percent)

This is why I started Personal Living Alert (PLA). At PLA use made in America products that are ideal for the stay at-home or active senior. Our agents are based in America and are all UL-Listed, CSAA-Certified Five Diamond Central Station 24/7. Our mission is to offer peace of mind and medical attention when needed.