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Contact:

Martha Wilson
xACSIA Partners Insurance Agency
martha.wilson@acsiapartners.com
805-239-0438

Long-Term Care Leader Martha Wilson of xACSIA Partners Insurance Agency Will Help "Kill the Wicked Witch of Alzheimer's"

Paso Robles, CA January 10, 2017 -- For the second year in a row, xACSIA Partners Insurance Agency, a national long-term care insurance agency, will join the fight against Alzheimer's disease. As part of its three-day annual conference, the company will host a fundraiser on behalf of the Alzheimer's Association, which seeks a cure for the debilitating disease.

The gala event, on January 14, is at the Sheraton Seattle Hotel. The company has hundreds of agents nationwide, all invited to the conference. Those attending the gala will don purple capes as "Wizards of Alzheimer's" to highlight the need to "kill the wicked witch."

Last year, the company raised thousands of dollars for the Alzheimer's Association. "We aim to raise thousands again this year," says Martha Wilson, who represents xACSIA Partners Insurance Agency in CA.

Why the company's interest in Alzheimer's?

"It's simple," says Wilson. "The disease has become a leading reason care is needed."

- About one in four long-term care insurance claims are due to Alzheimer's, according to the Society of Actuaries.
- Alzheimer's or another form of dementia afflicts one in nine Americans age 65 and older, and one in three age 85 and older, according to the Alzheimer's Association.

"It's a real threat to most families," says Wilson. "At some point Alzheimer's sufferers may need help eating, moving around, or going to the bathroom. Unless their loved ones are prepared to help them do such things, they need savings or insurance to hire professionals. Our mission is to educate Americans about their options."

"Eventually," Wilson adds, "we'd like to knock the disease stone dead. In the meantime, we can help people live better lives in spite of it."

The solutions recommended by Wilson's organization include traditional long-term care insurance, life insurance or annuities with long-term care riders, critical illness insurance, and other options ranging from health savings accounts to Medicare supplement plans.

Information is available from Wilson at martha.wilson@acsiapartners.com, <http://MarthaWilson.acsiapartners.com> or 805-239-0438.

Martha Wilson is a leading long-term care agent serving consumers and organizations in CA, with colleagues covering all other parts of the country.

In California the company is known as xACSIA Partners Insurance Agency; in other states, as ACSIA Partners.

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