

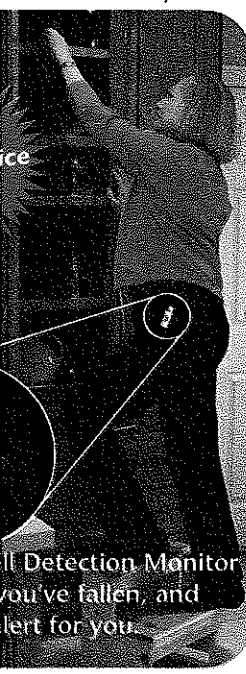
# When I fell, I was unable to push a button for help.

...fully, I didn't need to!

...tection technology from Wellcore™  
...a Personal Emergency Response  
...KNOWS you've fallen, and will  
...without requiring you to do a thing.

...it takes you to read this ad, hundreds of Americans  
...5. That's hundreds of people who want to enjoy their  
...years. That's why the number of people who are  
...oneselves with Personal Emergency Response Systems  
...rocketed in the recent past. Over 1.5 million people  
...they fall, they may not be able to get to a phone or  
...That's why they've purchased systems that allow  
...a button to call 911, a friend, family member, or an  
...p Center. The trouble is, many of the people who fall  
...chance. They're either unconscious or immobilized,  
...they need won't arrive because they can't (or won't)  
...n. Now, thanks to an amazing breakthrough in fall  
...ology, they don't have to. Read on, and you'll see why  
...e age of 65 should be without this technology.

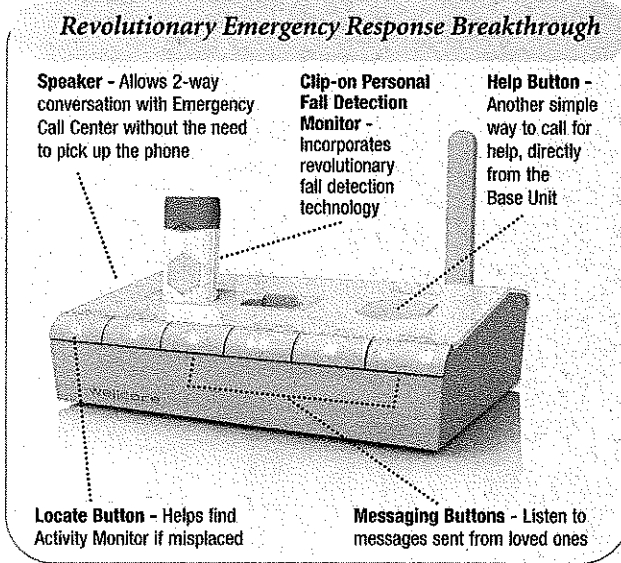
**Peace of Mind.** Unlike other systems, Wellcore  
...erence between normal movement and potentially  
...The sophisticated software in the monitor uses the  
...of over 6,000 (and counting) falls to identify 23  
...of falls! If you do fall, you don't need to struggle to  
...n to call for help – a Wellcore emergency specialist is  
...alerted and will contact you through the base unit.  
...communicate they will send emergency help along  
...others you have designated. If you can communicate,  
...the situation and send help as needed. You can use  
...n for assistance anytime it's needed, but now, for the  
...first time, it won't be  
...your last option.



**The Intelligent Choice.**  
The system is simple. All you have to do is plug the base unit into an outlet and an active phone jack and wear the small, comfortable Personal Fall Detection Monitor. This amazing device "learns" your daily patterns of movement, and if it detects a fall, the Emergency Call Center is notified immediately. Activity and rest patterns are monitored, tracked, and relayed to a private, password-protected website where you and authorized caregivers

...ll Detection Monitor  
...you've fallen, and  
...alert for you.

NO CONTRACT  
NO ACTIVATION FEE



can view data and receive alerts and reminders. With passive PERS units, you'll never really know that it's working until you press the button. This one lets you or a loved one go online to see the activity it is tracking. The Base Unit, Personal Fall Detection Monitor, and Emergency Call Center work together to keep you protected and connected.

Try it for yourself with *firstSTREET's* exclusive Home Trial. Wellcore and *firstSTREET*, the industry leader in finding innovative products for Boomers and Beyond®, have partnered to make this lifesaving system available to the public. We're so sure you'll value the peace of mind and independence it offers that we will let you try

**What makes Wellcore better?**

- Automatic Fall Detection – knows if you need help... no need to press the button.
- Contacts emergency services immediately if needed.
- Helps you stay connected to family and friends.
- Monitors activity - lets you take charge of your well-being.
- It even reminds you to wear the monitor.

it for yourself, in your own home, with our exclusive home trial. If, for any reason, you are not absolutely amazed by this product, simply return it within 30 days for a refund of the product purchase price—No Questions Asked! Don't wait, call today!

**Wellcore™ Personal Emergency Response System**  
Call now and get a FREE month of service!

**1-888-897-5782**

Please mention promotional code 40321.

[www.buywellcore.com](http://www.buywellcore.com)

*firstSTREET*  
for Boomers and Beyond®

1998 Ruffin Mill Road  
Colonial Heights, VA 23834

Copyright © 2010 by *firstSTREET* for Boomers and Beyond, Inc. All rights reserved.

## Parade Picks®

Parade.com/picks

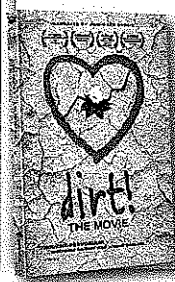
### Books An Intoxicating Read

How did a country "awash in drink almost from the start" ever pass the 18th Amendment, outlawing alcohol, in 1919? In **Last Call: The Rise and Fall of Prohibition**, Daniel Okrent explores how that unprecedented government incursion into private lives occurred—only to be quashed by "the unreformable impulses of human desire." His entertaining history of the wets vs. the dries is packed with vivid individuals, from bootleggers to suffragettes.



### DVD The Wonders of Dirt

Actress Jamie Lee Curtis narrates the lively, often funny **Dirt! The Movie**, a history of soil from the big bang right up through the Dust Bowl to the war in Darfur. Celebrating the ground beneath our feet, this 80-minute documentary features scientists, farmers, environmentalists, and



lovers of soil from around the globe. It's a great find—and not just for gardeners.