

Body Language

by P.A. Geddie

Color my world



Entrepreneur Linda Mastaglio of Van has created a series of coloring books specifically designed for senior adults called ColorPad. The first book in the series *Life in the '50s*, is full of pictures to bring that era back to life: drive-in restaurants, very cool cars and poodle-skirted women to name a few. Each picture can be colored in and a facing page offers questions about the memories that the picture brings to mind. So not only can senior adults enjoy a little artistic fun, they can write down some memories, whether recalling a first date or remembering a favorite song.

Many senior facilities are already administering the medicine of arts and seeing overwhelming results. The benefits range from hand exercises for those with arthritis to activities that exercise the right brain—creative work that instills a sense of accomplishment, encourages social interaction, and allows the discovery of a hidden or latent talent.

“Spending time coloring in sketches can provide many benefits,” Linda says. “Best of all, it’s just plain fun. It engages the mind in an enjoyable and fulfilling activity. Much like sewing, or crossword puzzles, or a game of cards, coloring in sketches can provide a sense of accomplishment while doing something that gives pleasure.”

Linda said coloring isn’t just for children. “My niece, who is 32, often colors pictures just to relax in the evenings,” she said. “So do many other people. Coloring in sketches is fun for people of any age. It’s

fun to do before bedtime or when watching TV. It’s fun when a group of people are sitting together talking. It’s fun when you want to sit quietly alone.”

Linda is the owner of two companies, a public relations firm, Thoughts, Words & Images, serving corporations nationwide; and TWI Publishing born from her decision to create the ColorPad concept.

“Coloring is widely used as art therapy in senior adult communities,” Linda said. “But there are no coloring books that are geared specifically to the skills and interests of the senior community. One day I was visiting a friend who is a senior adult and she was sitting in her kitchen coloring a picture of Daffy Duck. Right then I knew I had to do something. Seniors deserve to have a coloring book series that’s all their own.”

Linda has now added two other coloring books to the series, *Life in the 60s* and *Life in the 70s*. The books are \$4.95 each. Linda’s current customers range from senior centers who use the books for art therapy to individuals who just want to have fun. Other uses she’s noted are conversation stimulators in senior adult groups, bingo and other event prizes at senior adult centers, gift sets, memory stimulators for Alzheimer patients, memory books for seniors to complete and give as gifts to their children and grandchildren, and gifts to recipients of Meals on Wheels.

The ColorPad system offers more than just the decade-specific coloring books. It also provides ergonomic gel pens, colored pencils, and markers to make coloring more comfortable for people with arthritis or joint pain in their hands. The system also offers book bags and marker bags so that seniors can keep all their coloring materials together.

For more information on the ColorPad system call Linda at 903.963.8923 or visit her website at www.twipublishing.com.

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