



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**

## **St. Conti Promotes Cathie Lewis Silverberg Long Term Care Planning**

*... Provides integrated traditional and social media marketing communications support.*

**Morgan Hill, Calif. and Mission Viejo, Calif.** – June 9, 2010 – St. Conti Communications, a public relations consultancy, today announces that it now provides integrated marketing communications support to Cathie Lewis Silverberg Long Term Care Planning. Work began in March 2010 as the agency established the Cathie Lewis Silverberg Long Term Care Planning's social media presence then incorporated the company's Website messaging into all social media outlets. St. Conti continues to provide marketing communications as well as traditional and social media relations support to Cathie Lewis Silverberg Long Term Care Planning.

"We hired St. Conti Communications to increase our online presence and communicate our important messages," says Cathie Silverberg, principal of Cathie Lewis Silverberg Long Term Care Planning. "The efforts have already yielded results, and I have many online vehicles to which people can refer for information about me and long term care planning."

Long Term Care (LTC) is a variety of services designed to assist someone who has lost some or all of the ability to care for him or herself due to an illness, an accident or simply the frailty of aging. LTC includes a wide range of services that help people maintain the normal activities of daily living, activities such as bathing, dressing, eating and transferring (like moving from a bed to a chair). An LTC occurrence can happen to anyone at any age, not just the elderly. LTC services can be provided in your home, in and through community resources or in a formal setting such as a assisted living facility or nursing home.

Information about Cathie Lewis Silverberg Long Term Care Planning is available at her [website](#) and on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Google](#).

### **About Cathie Lewis Silverberg Long Term Care Planning**

Cathie Lewis Silverberg Long Term Care Planning (LTC) specializes exclusively in long term care planning from its Morgan Hill location, counseling individuals and families on how to plan for long term care occurrences. Mailing address: 305 Vineyard Town Center, #300, Morgan Hill, Calif. 95037. Phone: (408) 782-6050. Visit: [www.cathiesilverberg.com](http://www.cathiesilverberg.com)

### **About St. Conti Communications**

St. Conti Communications is an award-winning virtual public relations and marketing communications agency. Since 1997, St. Conti Communications has provided marketing communications, advertising and public relations services to clients in many vertical high- and green-technology industries (hardware, software, peripherals and components) as well as in real estate, sustainable development, and non-profits. The agency is headquartered in Silicon Valley, Calif., and maintains offices in Orange County and San Francisco, as well as in Fredericton, New Brunswick. In 2009, St. Conti Communications received an Award of Excellence from the 15th Annual Communicator Awards, and president Donna St. Jean Conti was honored in 2007, 2008 and 2009 as a nominee for the Orange County Business Journal's Women in Business Award for business achievements and community service. Visit: [www.StContiCommunications.com](http://www.StContiCommunications.com) or call 949-290-0622.

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