

Bayview Wins National Recognition for Innovative 'AgeUp' Program

Seattle, WA – Bayview, a Life Plan Community in Seattle, has been selected by Mather LifeWays Institute on Aging as an honorable mention for the **Promising Practices Award**, which highlights organizations that are moving away from conventional practices by developing and implementing new and innovative approaches in aging well or long-term care and senior living communities. Bayview was selected for initiating a task force of residents, staff, and community volunteers to change the way people perceive and internalize thoughts about aging.

“The Promising Practices Award honors Bayview for creating a program that empowered task force members, offered new perspectives, opened up opportunities for dialogue, and promoted new programs and public awareness,” said Cate O’Brien, AVP, Mather LifeWays Institute on Aging. “We hope other aging services organizations around the country are inspired to find innovative paths to change the way their communities view aging.”

The program, called AgeUp, created and implemented an ambitious strategic plan that included messaging, resident focus groups, a research partnership, transformational aging workshops, and civic participation.

A full complimentary report on the 2018 Promising Practices winners and honorable mentions, *Innovation at Work 2018* is available for download at matherlifewaysinstituteonaging.com/promising. Nominations will open in June for the 2019 Promising Practices Awards, with a submission deadline in August.

About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays is a 75+-year-old unique, nondenominational not-for-profit organization that enhances the lives of older adults by creating Ways to Age Well.SM Mather LifeWays Institute on Aging serves as an award-winning resource for research and information about wellness, aging, trends in senior living, and successful aging service innovations. Known for its vision of changing the way society views aging, Mather LifeWays is committed to transforming practices, perspectives, and language surrounding aging, and partnered with LeadingAge in 2015 to change the category name for Life Plan Communities. The landmark Age Well Study is the latest example of its commitment to the industry. To learn more about Mather LifeWays Institute on Aging, or Mather LifeWays senior residences and community-based initiatives, find your way to matherlifeways.com.

