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THREE PILLARS SENIOR LIVING COMMUNITIES LAUNCHES FIFTH ANNUAL VIDEO CELEBRATING OLDER AMERICANS MONTH

Dousman, Wis. May 7, 2019 — Every year, our nation observes Older Americans Month during May, and for the fifth consecutive year, Three Pillars' staff, residents, and students from Kettle Moraine High School's KM Perform are celebrating with a lip sync music video to showcase the remarkable residents at Three Pillars.

The videos were first launched in 2015 as one "big, crazy idea," to celebrate older adults. According to Kelsey Pangborn, Customer Experience Manager, "Three Pillars aimed to do more than just talk about how vibrant our residents are - we wanted to *show* it."



Three Pillars residents Barb Jennings and Don Haas depict the stargazing scene for the community's 5th annual music video.



Three Pillars resident Gladys Fitzpatrick dons a "freshly-sprinkled-confetti" look after participating in a large group scene.

In the five years since then, each music video project has shown how the older adults who reside at Three Pillars embrace life and never stop having fun. With a nod to this year's national theme of "create, connect, contribute," the 2019 video to *Rainbow Connection* promises a smile that just won't quit as you sing and sway along.

A friend of Three Pillars, Josh Marx of 213 Exploration, volunteered as drone videographer for the project.

KM Perform student volunteers Cam Cooley, Marian Cramer, and Riley Haller, were instrumental in filming this year's video, which will be shown as part of Kettle Moraine's Film Festival on Friday, May 31st.

They commented, "We loved getting to know the staff and all the residents during this project. It was more fun that we could've possibly imagined!"

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KM Perform students (L to R) Marian Cramer, Riley Haller, and Cam Cooley spent two days at Three Pillars to film the video – pictured here with resident superstar, Don Haas.



KM Perform student Riley Haller captures Don Haas in his signature opening scene of *Rainbow Connection*.

At video debut parties across the Three Pillars campus on May 3 and 6, residents and staff watched the premiere of the video and enjoyed their moments of fame among friends. The KM Perform students proudly presented handmade Oscar awards to nominees for their big roles!

Three Pillars' Chief Marketing & Communications Officer, Josh Van Den Berg, says this video might be his favorite yet. "I love how these videos highlight the fun our dynamic residents have and the roles they play in the vitality of our community."

Pangborn added, "It's true that engaging with and encouraging older adults in any community makes it stronger."

Check out the video on YouTube at bit.ly/3PMusicVideo2019.

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Three Pillars Senior Living Communities is a not-for-profit organization located in Dousman, WI and is sponsored by the Masonic Fraternity. Three Pillars Senior Living Communities takes pride in meeting the social, physical, and spiritual needs of older adults by providing high quality senior housing and services.

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