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## **THREE PILLARS SENIOR LIVING COMMUNITIES LAUNCHES SIXTH ANNUAL VIDEO CELEBRATING OLDER AMERICANS MONTH**

**Dousman, Wis. June 9, 2020** — Every year, Older Americans Month is observed in the month of May, led by the Administration on Community Living. For the sixth consecutive year, despite the COVID-19 pandemic, Three Pillars' staff and residents were busy all month preparing a music video to showcase the remarkable people at the community and celebrate this year's national theme, "Make Your Mark."



Three Pillars residents Dint Sweitzer points out a splatter of washable neon paint after she "made her mark" on the group art project for the community's 6<sup>th</sup> annual music video.

The first of Three Pillars' music videos launched in 2015 after the unconventional idea to celebrate older adults came to fruition. A tradition was born, and each year since then, a new video has been released, showing how the residents of Three Pillars embrace life and never stop having fun.

According to Kelsey Pangborn, Three Pillars' Director of Customer Experience, "While we celebrate and appreciate our residents every single day, having a month dedicated to older adults is a perfect opportunity to make a bigger splash and show the world just how vibrant they are."

In years past, the video project was done in collaboration with student volunteers from KM Perform School for Arts and Performance, but this year, the COVID-19 pandemic prevented that partnership.

"While we missed working with the KM students this year, we weren't about to let the pandemic stop the fun," Pangborn says. "We stayed safe and healthy, following all protocols as we created this year's video, celebrating the *Make Your Mark* theme in a big way!"

This year's video to *Get On Your Feet* is an upbeat compilation that features the creation of an amazing piece of group artwork, some groovy dance moves, and a bit of lip syncing, too.

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Three Pillars' Marketing & Communications Coordinator, Olivia Bolton, films resident superstars Nettie & Walt Sadler for a rainy scene in the video.



Over 100 residents and staff members each *made their mark* on a group art canvas as part of the video – the finished product is revealed at the end of the video: [bit.ly/3PMusicVid2020YT](https://bit.ly/3PMusicVid2020YT)

A friend of Three Pillars, Andrew Ferstadt, volunteered as drone videographer for the project, and the musical group, *Snowday*, graciously shared their cover of the song. Amanda Cornaglia of *Snowday* commented, "Though our stage shows are still on hiatus, we got a beautiful reminder of why I love, love, LOVE my job... I can't stop smiling. THIS is why I make music."

Three Pillars' Chief Marketing & Communications Officer, Josh Van Den Berg, has been a big fan of each year's video, but says this one might be his favorite combination of song, theme, and message to date. "I love how these videos show how dynamic our residents are, whether they're literally making a mark on an art canvas, or making a positive impact in the community or the world. We are inspired by them daily."

Check out all six of the videos on Three Pillars' YouTube channel at [bit.ly/3PMusicVid2020YT](https://bit.ly/3PMusicVid2020YT).

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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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