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



KM Perform student volunteers (L to R) Madeline Burgireno, Megan Paschke, and Kurtis Polodna film and direct photography during an onsite filming day with Three Pillars residents Ruth Cervay (L) and Eunice Wood (R).

Dousman, WI. May 31, 2018—May is Older Americans Month and for the fourth year in a row, Three Pillars’ staff, residents, and students from Kettle Moraine High School’s KM Perform collaborated on a music video to showcase the vibrancy of the residents.

According to Three Pillars’ Customer Experience Manager, Kelsey Pangborn, the videos were first launched in 2015 as the answer to one novel idea. “We’ve always been proud to celebrate Older Americans Month with special events, parties, guest speakers, and activities with the residents. We wanted to take it one step further and really *show* our vibrant residents in action, so a fun video was the answer. Since then, each music video has been a special depiction of how Three Pillars residents embrace life and never stop having fun. This year’s video is particularly heartwarming, capturing the national Older Americans Month theme of ‘engage at every age’ with special inter-generational aspects, a perfect song, and a surprise ending!”

Three Pillars’ Chief Marketing & Communications Officer, Josh Van Den Berg, loves how it captures the residents who call Three Pillars home. “The videos highlight the fun our residents have. I think people misunderstand what getting older looks like. Our residents aren’t hiding away—they’re individuals who are engaged in our campus and the surrounding community, and they take a purposeful, active role in where they spend their time and efforts. We’re grateful our residents invest a lot of their time in making Three Pillars a wonderful community to be a part of every day.”

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This year's video is to the song "Shine" by country band The Washboard Union from Canada. Michelle Heimerl of 5678 Dance! Studio in Oconomowoc partnered on the video to choreograph and lead a group dance scene, and students from Dousman Elementary School are featured interacting with the residents. KM Perform students Kurtis Polodna, Megan Paschke, and Madeline Burgireno volunteered to film and edit this year's video.

Check out the video on YouTube at bit.ly/3PMusicVid2018 or on Facebook at facebook.com/threepillarsseniorliving

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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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