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**THREE PILLARS SENIOR LIVING COMMUNITIES  
WINS NATIONAL AWARD FOR INNOVATIVE INTERGENERATIONAL VIDEOS**

**Dousman, Wis. December 21, 2020 —**

Three Pillars Senior Living Communities has been selected by Mather Institute as a winner of the **Promising Practices Award**. Organizations from around the world working with older adults in a variety of settings sent in submissions about how they're moving away from conventional practices by developing and implementing new and innovative approaches. In this most unusual year, powerful ideas and practices continue to move the senior living industry forward. Three Pillars

Senior Living was chosen as a winner based on their latest resident video, which was filmed during the Coronavirus pandemic.



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 Promising Practices Award honors Three Pillars Senior Living for this unique project that provides a creative outlet for all involved, and engages residents, staff, and students, and helps to debunk ageism stereotypes," said Cate O'Brien, PhD, AVP and Director, Mather Institute. "The awards honor true leaders in ideation and implementation. We hope these award-winning projects will serve as a catalyst for organizations across the country and around the world to spark innovation for their own programs."

Three Pillars produces videos that highlight each year's theme for Older Americans Month in May. The 2020 video "Make Your Mark" features Three Pillars residents wearing face masks and social distancing as they dance exuberantly, lip sync, and create a painting together.

Three Pillars' Chief Marketing & Communications Officer, Josh Van Den Berg, has been a big fan of each year's video, but says this year's award-winning video 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. We are honored to be a recipient of this year's award."

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You can enjoy all six of the annual intergenerational music videos on Three Pillars' YouTube channel at [bit.ly/3PMusicVid2020YT](https://bit.ly/3PMusicVid2020YT).

A full complimentary report on the Promising Practices winners and honorable mentions, *Innovation at Work 2020* is available for download at [matherinstitute.com/promising](https://matherinstitute.com/promising). Nominations will open in March for the 2021 Promising Practices Awards, with a submission deadline in April.

### **About Three Pillars Senior Living Communities**

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.

### **About Mather**

Founded in 1941, Mather is a nondenominational not-for-profit organization based in Evanston, Illinois, that creates Ways to Age Well.<sup>SM</sup> Mather Institute is its research area of service, and serves as an award-winning resource for research and information about wellness, aging, trends in senior living, and successful aging service innovations. To learn more, find your way to [mather.com](https://mather.com).

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