



**FOR IMMEDIATE RELEASE:**

## **Mather Wins Multiple Marketing Awards**

**EVANSTON, IL (January 23, 2020)** – Mather, an Evanston, Illinois-based non-denominational not-for-profit organization dedicated to creating Ways to Age Well, is kicking off 2020 with a host of awards to complement their busy, and award-winning, 2019. In addition to a company-wide new branding initiative that launched in October of last year, the nearly 80-year-old Mather was recently recognized by leading industry organizations and associations, netting 13 honors for communications and collateral materials across multiple disciplines in Silver, Gold, and Platinum categories.

Mather marketing awards include recognition by the National Association of Home Builders (NAHB), League of American Communications Professionals (LACP), and a Davey Award by the Academy of Interactive and Visual Arts (AIVA). LACP honored Mather with a Platinum Spotlight Award in its Global Communications Competition, where collateral for The Mather, the organization's newest Life Plan Community in Tysons, Virginia, was ranked 24<sup>th</sup> from a field of 1,500 marketing pieces submitted worldwide, across a wide variety of industries.

Many of the awards recognize the groundbreaking “Haute Canine” campaign for The Mather, which uses photographs of elegant dogs paired with simple, aspirational headlines and rich colors to convey a sense of luxury -- with a touch of humor. The campaign is a bold departure from traditional senior living marketing materials and is carefully designed to stand out from competitors, as ‘a breed apart’. As a result, The Mather is receiving strong interest and, after only five months, is nearly 50% presold.

“Our marketing team is inspired by Mather’s forward-thinking culture and we’re grateful to be recognized by our industry peers,” said Brenda Schreiber, Senior Vice President, Marketing, Mather. “We are proud to have garnered more than 115 national and international marketing accolades over the last 18 years, demonstrating our strategic mindset in thoughtful campaigns that impact our organization’s bottom line.”

The awards recognize Mather’s best-in-class marketing campaigns and collateral promoting its newest senior living community and organization-wide materials, including:

- LACP Platinum Spotlight Award – The Mather brochure
- LACP Gold Spotlight Award – 50 Tips to Help You #AgeWell booklet
- LACP Silver Spotlight Award – The Mather “Luxury of a Different Kind” ad campaign
- LACP Silver Spotlight Award – The Mather “Let’s Make a Plan” brochure
- LACP Silver Spotlight Award – Mather 2018 Year in Review
- NAHB Best 55+ Housing Silver Award – The Mather “Reimagine Possible” ad
- NAHB Best 55+ Housing Silver Award – The Mather brochure
- NAHB Best 55+ Housing Silver Award – The Mather “Defy Expectations” mailing
- AIVA Davey Award – The Mather “A forward-thinking Life Plan Community” website

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Mather has an 11-person, in-house marketing team, which leads brand strategy and the creative strategy behind all internal and external marketing communications for the organization. Through their successful efforts, Mather has expanded its reach, including more than 62,000 followers on social media – numbers not widely seen in senior living, bringing the organization’s total number of people indirectly and directly served to more than 188,000. To see the new Mather brand, visit [www.mather.com](http://www.mather.com), and to learn more about their newest Life Plan Community, visit [www.themathertysons.com](http://www.themathertysons.com).

### **About Mather**

Mather is a unique, non-denominational not-for-profit organization founded nearly 80 years ago to enhance the lives of older adults. Dedicated to developing and implementing Ways to Age Well<sup>SM</sup>, Mather creates programs, places, and residences for today’s young-at-heart older adults. These include providing a continuum of living and care; supporting neighborhoods in being better places for older adults to live, work, learn, contribute, and play; and identifying, implementing, and sharing best practices for Ways to Age Well. Mather is based in Evanston, Illinois. To learn more about Mather senior living residences in Illinois and Arizona, community-based initiatives, and Mather Institute, visit [www.Mather.com](http://www.Mather.com).

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