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**FOR IMMEDIATE RELEASE:**

**Mather LifeWays Announces The *Aging Well Rocks!*  
Song Competition**

*Contest to Showcase Musical and Lyrical Talent of Americans Over 55*

**Evanston, Ill. (May 23, 2007)** – “American Idol” sets their age limit at 28. The oldest contestant on the CW network’s competition to find the next Pussycat Doll was 25. Mainstream American music contests could leave even a 30-year-old wondering how to get his or her talent recognized. To give the millions of older Americans the chance to express themselves through music, today, Mather LifeWays, a not-for-profit organization dedicated to creating “Ways to Age Well,” announced the *Aging Well Rocks!* Song Competition, a contest designed to celebrate the musical talent of people over age 55.

In the spirit of musical competitions that have captured national audiences, Mather LifeWays is searching for seniors who can set to music what getting older means to them. The winner will receive national exposure through publicity efforts and will have his/her song declared the official theme song for the organization’s Web site, <http://matherlifeways.com>. Mather LifeWays hasn’t ruled out the possibility of a compilation CD if there is a significant response to the call for entries.

“There are many contests out there that strive to find the best and brightest musicians, and Mather LifeWays celebrates every individual’s talent and ability, regardless of age,” said Mary Leary, president and CEO of Mather LifeWays. “This is a chance for us to uncover some great music and to hear why older Americans think getting older is great!”

Mather LifeWays originally created the competition to find a theme song for its Web site. But after hearing about online petitions created by older musicians asking shows like “American Idol” to do away with age limits, the organization felt that it needed to create a national effort that would encourage older adults to use their creativity and challenge them to prove that experience almost always makes a better musician.

“Getting older is not synonymous with giving up on your dreams,” said Reed Engel, director of wellness strategies at Mather LifeWays. “In fact, older Americans who remain engaged with their hobbies and passions tend to be happier and sometimes healthier than their counterparts who don’t dedicate time to their most loved activities.”

To participate in the competition, entrants must submit a CD, DVD, cassette tape or mp3 with an original song. All songs must be related to the concept of “Aging Well,” defined as any theme that demonstrates that aging and getting older can be a joyful and positive experience. Entries will be accepted until September 21, 2007, and a winner will be announced on October 27, 2007. Full details and official rules and regulations can be found at <http://matherlifeways.com>.

Entries should be sent to:

Aging Well Rocks! Song Competition  
Attn: Sara McVey  
1603 Orrington Ave., Suite 1800  
Evanston, Illinois 60201  
[smcvey@matherlifeways.com](mailto:smcvey@matherlifeways.com)  
Information: 847-492-7500

### ***About Mather LifeWays***

*Based in Evanston, Illinois, Mather LifeWays enhances the lives of older adults by creating Ways to Age Well.<sup>SM</sup> Founded in 1941 by entrepreneur and humanitarian Alonzo Mather, Mather LifeWays is a not-for-profit organization dedicated to providing a continuum of living and care; making neighborhoods better places for older adults to live, work, learn, contribute and play; and identifying, implementing and sharing best practices for wellness, workforce issues, memory care and empowering caregivers. To learn more about our senior living residences, Community Initiatives, Institute on Aging and how you can make a charitable contribution to advance our mission, please call (847) 492.7500 or find your Way to [www.matherlifeways.com](http://www.matherlifeways.com).*

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