

FOR IMMEDIATE RELEASE:

The Mather Wins Awards
Innovation and Creativity that Defy Expectations

TYSONS, VA (Dec. 11, 2018) – The Mather, a proposed new Life Plan Community for people 62 and better, in Tysons, Virginia is already positioning itself as a “breed” apart with its award-winning communications materials, taking Gold and Silver Awards at the Spotlight and Inspire Awards of the League of American Communications Professionals (LACP) Global Communications Competition.

The “Defy Expectations” campaign invites consumers to forget what they thought they knew about senior living by “discovering luxury of a different kind,” and feature a series of images which can best be described as Haute Canine, with dogs of distinction dressed to the nines in human accessories.

“The visuals are impactful and fun, and we’ve received very positive feedback,” said Mary Leary, CEO and President, Mather LifeWays. “We pride ourselves on creating memorable experiences for older adults. The Defy Expectations campaign has been extremely successful in depicting luxury of a different kind. In addition to receiving great feedback from prospective residents, it’s nice to have the work also be recognized within the communications industry, as well. We know The Mather will be exceptional, and these materials help tell that story visually.”

“The 2018 Spotlight Awards drew a nearly unprecedented number of submissions representing a broad range of industries and organizational sizes,” said Tyson Heyn, Principal of LACP. “Winners demonstrated an outstanding focus on their shareholders, their interests, and their need to understand the strategic and tactical decisions their companies are making.”

The Mather is projected to open in 2022. Pricing will include a one-time entrance fee that is 90% refundable to the resident or resident’s estate, and a monthly service fee. Prices will be dependent upon apartment size, location, service package, and health plan selected. Priority reservations are currently being accepted. Priority Members will have priority in selecting an apartment home and view, can secure preconstruction prices, and be able to customize apartment home finishes. Interested individuals can become Priority Members by providing a fully refundable \$1,000 deposit. For more information about The Mather, or to become a Priority Member, please visit www.TheMatherTysons.com, call (703) 348-8522, or email info@themathertysons.com.

About Mather LifeWays

Mather LifeWays is a unique, non-denominational not-for-profit organization founded more than 75 years ago to enhance the lives of older adults. Dedicated to developing and implementing Ways to Age WellSM, Mather LifeWays 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 LifeWays is based in Evanston, Illinois. To learn more about Mather LifeWays senior living residences in Illinois and Arizona, community-based initiatives, and Mather LifeWays Institute on



Aging, visit www.MatherLifeWays.com. Mather LifeWays is partnering on this development with Westminster Capital LLC, Lake Forest, Illinois.

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