



FOR IMMEDIATE RELEASE:

Mather and Chautauqua Institution Announce Partnership

Collaboration brings virtual programming opportunity for all senior living communities

Evanston, IL (June 18, 2020) – Recognizing the benefits of collaboration to better reach and serve the nation’s 55+ demographic, Mather and Chautauqua Institution, two industry-leading not for profit organizations, have entered into a partnership to jointly implement research and programming to engage and enrich lives, while also providing a forum to discuss critical issues. Chautauqua Institution is renowned for its focus on interdisciplinary and intergenerational experiences in four areas: education, visual and performing arts, religion and recreation, and Mather is a nearly 80-year-old organization dedicated to creating Ways to Age Well.SM

Annually, Chautauqua serves some 100,000 patrons, with Mather serving nearly 200,000 older adults directly and indirectly through its senior living residences, community-based initiatives, and research by Mather Institute. Together, both bring more than 200 years of experience with similarly aligned missions to engage and enrich people’s lives through a wide spectrum of programs and shared focus on impacting lives in transformational ways.

The partnership is composed of three primary goals: connecting communities for enriching online engagement; conducting research to inform services and support to adults 55+; and sharing research findings via online programming. Chautauqua Institution is the pre-eminent expression of intergenerational lifelong learning in the United States, and for the first time in 146 years, all events for their 2020 season will be online.

Through the partnership, residents of senior living communities across the U.S. are invited to engage in *CHQ Assembly*, a new state-of-the-art video platform where subscribers can access lectures, worship, performing & visual arts, and recreation programs on their desktop or laptop computers or on mobile devices and televisions. The platform will launch June 22. With the onset of COVID-19, senior living providers have shifted to virtual programming for residents, and now providers can integrate robust lectures, classes, and seminars as a result of the Mather and Chautauqua Institution partnership.

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“We are excited to partner with Chautauqua to enrich the lives of adults through research and programs,” said Mary Leary, CEO and President of Mather. “Chautauqua is known for its outstanding partners, including Smithsonian Institution, National Geographic, and PBS, and its high-caliber of programming, such as performances by Yo Yo Ma, Jazz at Lincoln Center, and virtual ‘Front Porch’ Discussions on important topics leading to positive action will be offered.”

Chautauqua patrons will also be invited by Mather Institute to serve on research panels or participate in research studies on a variety of initiatives centering on the 55+ population. The first of these studies will explore motivators of healthy behaviors and look at digital engagement among adults 55+ in the United States amidst the COVID-19 pandemic. By regularly collaborating with universities around the country, Mather serves as an innovation incubator, transforming the senior living industry by bringing leading-edge research to real life. Mather’s extensive body of research and findings will be leveraged to create video programming which will air in the future on CHQ Assembly.

“We are thrilled to have the opportunity to work in new and exciting ways with an organization of Mather’s distinction that also has a mission that is perfectly aligned with ours,” said Chautauqua Institution President Michael E. Hill. “This partnership signals the opportunities before us now as we deliver a robust online expression of Chautauqua’s mission.”

Senior living communities can learn more at www.mather.com/CHQ. For information on how to bring these virtual programs to residents, contact Meredith Boyle, Senior Vice President of Strategic Initiatives, Mather, at mboyle@mather.com. Those signing up through Mather will receive complimentary virtual programming for 90 days (after which monthly \$3.99 membership fees will apply), as well as gain access to discussion guides for use by communities following key lectures and “Front Porch” discussions, and eligibility of residents of senior living communities to participate in research panels.

ABOUT MATHER

Based in Evanston, Illinois, Mather is a nearly 80-year-old, unique, not-for-profit organization that enhances the lives of older adults by creating Ways to Age Well.SM Mather Institute serves as an award-winning resource for research and information about wellness, aging, trends in senior living, and successful aging service innovations. Known for its vision of changing the way society views aging, Mather is committed to transforming practices, perspectives and language surrounding aging, and partnered with LeadingAge in 2015 to change the category name for Life Plan Communities. The landmark Age Well Study is the latest example of its commitment to these industries. To learn more about Mather Institute, or Mather senior residences and community-based initiatives, find your way to www.mather.com.

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ABOUT CHAUTAUQUA INSTITUTION

Chautauqua Institution is a community on the shores of Chautauqua Lake in southwestern New York state that comes alive each summer with a unique mix of fine and performing arts, lectures, interfaith worship and programs, and recreational activities. As a community, we celebrate, encourage and study the arts and treat them as integral to all of learning, and we convene the critical conversations of the day to advance understanding through civil dialogue.

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