



FOR IMMEDIATE RELEASE:

Mather Takes Home Gold and Silver Awards in Best of 55+ Housing Awards Competition

EVANSTON, IL (April 20, 2021) – Mather was recently named a winner of both Silver and Gold awards in the 2021 Best of 55+ Housing Awards. The work was recognized among the year's most outstanding work in residential real estate sales, marketing and design was honored by the National Association of Home Builders (NAHB) at the National Sales and Marketing Awards Ceremony (known as "The NationalsSM"), one of the building industry's most prestigious events. Presented by the NAHB's 55+ Housing Industry Council, these awards are the premier design and marketing competition for housing that appeals to older adults.

"We were honored to have been selected from such a competitive field," said Brenda Schreiber, Senior Vice President of Marketing, Mather. "Our unique marketing campaigns are much more than spin or euphemisms, they're about challenging beliefs by changing up everyday language, which, in turn, changes perceptions of aging. We want the consumer to know right from the start that they can expect something different from a Mather residence."

The campaigns are a bold departure from traditional senior living marketing materials and were strategically designed to stand out from competitors with lizards sporting orange ten-gallon hats and a bird in an innertube, inviting consumers to think differently about senior living, and to "rock life with confidence."

Mather, a not-for-profit now celebrating its 80th anniversary, was recognized amongst a field of competitors by an elite panel of judges that included builders, developers, architects, marketing experts and other respected industry professionals.

The panel chose finalists from more than 900 total entries in a variety of categories, and selected Mather's "Blend Out" print advertising and "Own It" direct mail campaigns for Splendido, its Life Plan Community in Tucson, for Gold and Silver wins respectively.

"The Nationals are the most prestigious awards of their kind, setting the benchmark for innovation in new home design, marketing and sales," said Angela Harris, chairperson of The Nationals. "NAHB's commitment to recognizing originality, imagination and success has been exemplified by its award winners since the competition's inception."

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ABOUT NAHB

The National Association of Home Builders is a Washington-based trade association representing more than 140,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. NAHB is affiliated with 800 state and local home builders associations around the country. NAHB's builder members will construct about 80 percent of the new housing units projected for this year.

ABOUT MATHER

Mather is a unique, non-denominational not-for-profit organization founded 80 years ago to enhance the lives of older adults. Dedicated to developing and implementing Ways to Age WellSM, 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, and coming soon to Tysons, VA, its community-based initiatives, and Mather Institute, visit www.Mather.com.

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