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7 Organizations That Are Reshaping the Aging Services Industry *Mather Institute Announces 2024 Promising Practices Award Recipients*

Evanston, IL (October 16, 2024) – Recipients of [Mather Institute's](#) 2024 Promising Practices Awards are introducing several unique initiatives to the industry - a program pairing college students with local older adults, a senior living-urban farm complex enhancing the concept of aging in place, and an interactive competition that supports overall wellness.

Now in its fourteenth year, the Promising Practices Awards recognize organizations that are moving away from conventional practices by developing and implementing new and innovative approaches for serving older adults. The 2024 award recipients and honorable mentions come from around the globe and were selected based on their practices' innovation, outcomes, sustainability, and replicability.

The reason behind the Promising Practices Awards is simple - strong ideas have the greatest influence when shared with others and promote innovative thinking in the industry. Mather Institute highlights organizations that have achieved success in areas including technology, community-based services, resident/customer experiences, and more.

“Each year the Promising Practices Awards reinforce our commitment to encouraging innovation and creating Ways to Age WellSM for older adults,” said Cate O’Brien, PhD, Senior Vice President, Mather Institute. “We believe these award-winning programs and initiatives serve as a catalyst for organizations across the country and around the world to spark new ideas for enhancing the lives of older adults.”

This year's three award recipients and four honorable mentions were chosen from finalists representing a diverse array of entries, including an international award recipient from Hong Kong—a design/research program aimed at identifying key attributes of age-friendly housing and exploring ways to promote active aging and intergenerational living.

Award Recipients

- University of Houston Graduate College of Social Work | Houston, TX
- Perfect Pair | Farmington Hills, MI
- Happy Ageing Lab Foundation | Hong Kong

Honorable Mentions

- Forsyth County Senior Services | Cumming, GA
- Senior Community Services | Minnetonka, MN
- Lifespace Communities | Dallas, TX
- Lydia Kroese, Dunwoody College of Technology | Minneapolis, MN



A full complimentary report on all the 2024 Promising Practices recipients and honorable mentions is available for download at matherinstitute.com/promising. Nominations will open in April for the 2025 Promising Practices Awards, with a submission deadline in May.

About Mather

Based in Evanston, Illinois, Mather is an 83-year-old, not-for-profit organization that creates Ways to Age WellSM. 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. 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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