



**For Immediate Release**

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## **Mather Goes Bold to Challenge Society's Views on Aging**

*'Older Is Bolder' movement launches with mobile art installation highlighting Chicago  
'Boldmakers'*

**Evanston, IL, Sept. 16, 2025** – As part of its vision to change the way society views aging, Mather has launched “Older Is Bolder™,” a mobile art installation encouraging Chicagoland residents to look beyond age, embrace growing older and appreciate the impactful lives of older adults.

An 84-year-old not-for-profit organization focused on aging well, Mather collaborated with the Chicago Transit Authority to feature images and stories of older adults at two rail stations and on CTA buses and trains that travel citywide and will be seen by millions of residents and visitors. Each of the older adults featured is from a different Chicago neighborhood and is a positive force to drive the conversation on aging forward.

Older Is Bolder is meant to spark meaningful conversation and reflection on what it means to age well. The storytellers include an artist, Senior Olympian, choir director, environmentalist and more. Dubbed by Mather as “Boldmakers,” each is a hometown influencer who unapologetically and boldly embraces growing older as a positive experience.

Their stories are curated on [OlderIsBolder.com](https://OlderIsBolder.com), which features a series of Boldmaker videos and prompts visitors to share the word that best describes how they live boldly. Mather also encourages the Chicagoland community to weigh in on the discussion by answering the question, “How comfortable are you sharing your age?”

“We want to celebrate older adults who are living well – and aging well – in their own meaningful ways,” said Mather CEO and President Mary Leary. “For too long, conversations have approached aging as something to fear. At Mather, we have worked over the years to change the words and images society uses to refer to older adults.

“Older Is Bolder is a continuation of our commitment to that work. By spotlighting older adults who live boldly, we’re encouraging everyone to view growing older as a privilege and opportunity to feel energized and hopeful. For long-term change and growth to happen, intergenerational connection is critical. Our goal in sharing these images and stories across Chicago landscapes is to inspire curiosity and reflections on the possibilities that growing older brings.”

Mather chose to use buses and railcars that travel throughout Chicago as the first public-facing touchpoint for the Older Is Bolder conversation because the topic demands going big, using images that are sure to be seen in order to reverse the invisibility that society often places on older adults.

One Boldmaker, Ms. Morgan, who is 75 years “bold” and lives in the Austin neighborhood, developed a performing arts center where children could explore music, theater and dance. She shares: “If I come up with an idea, I’m bold enough to ask for it. I helped open a performing arts center when I was 70. It’s the will and the perseverance and you not wanting to sit back and let the world pass you by. You want to stay in your community, to be a guide to the younger people there.”

She and the other Boldmakers were identified through their participation in Mather’s [Community Initiatives](#) area of service, which offers free in-person and virtual programs to adults 55 and better. The programs spark creativity, foster meaningful connections and build a sense of community.

Many of the programs offered are based on findings from [Mather Institute](#), the arm of Mather that conducts research to transform the aging and wellness industries. A Mather Institute and UCLA [study found](#) that messages containing positive views of aging could increase older adults’ motivation to engage in healthy behaviors, especially among those 72 and better.

According to the National Poll on Healthy Aging by Ipsos for the University of Michigan, everyday acts and messages of ageism can have a negative effect on the physical and mental health of those aged 50-80 years. By contrast, those with positive views of aging can live an average of 7.5 years longer, according to findings from researchers at Yale University.

“Older Is Bolder celebrates the beauty and power of growing older,” said Chief Transformation Officer Cate O’Brien, PhD. “At Mather, we see it as our responsibility to do all we can to promote positive perceptions of aging, demonstrated by the more than 53,000 hours that participants collectively spend attending our free programs. Virtual and in-person programs are offered at various locations across Chicagoland, including libraries, museums, community centers, churches and more.

“It starts here, where we have engaged with tens of thousands of older adults living and doing bold things in our neighborhoods. With Older Is Bolder, we’re ready to spread this movement across all of Chicagoland’s generations.”

Mather plans to expand this initiative in Chicagoland, including an event during the first week of October to coincide with Active Aging Week. In addition, a static art installation documenting the evolution of Older Is Bolder will open in spring 2026 at the Chicago Cultural Center.

To learn more about the Boldmakers, visit [OlderIsBolder.com](#). Share your bold stories with the hashtag #OlderIsBolder on Instagram and Facebook.

## **About Mather**

Based in Evanston, Illinois, Mather is a unique, non-denominational not-for-profit organization founded in 1941 by humanitarian Alonzo Mather. Dedicated to a vision of changing the way society views aging, Mather creates Ways to Age Well<sup>SM</sup> through programs, places and residences for today’s older adults. These include reinventing senior living communities to focus

on personal wellness and fulfillment; sparking creativity and connections for older adults in Chicagoland and beyond; and conducting research to transform the industry through its innovation incubator, Mather Institute. Mather's award-winning senior living residences include Mather Place (Wilmette, Illinois), Splendido (Tucson, Arizona), The Mather (Evanston, Illinois) and The Mather (Tysons, Virginia). Mather and its communities have received recognition from US News & World Report, Newsweek, Global Wellness Institute and many others. To learn more, find your way to [mather.com](https://mather.com).

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