

FOR IMMEDIATE RELEASE

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KENDAL CHARITABLE FUNDS SUPPORT INTERACTIVE WEB SITE TO PROMOTE GRACEFUL AGING

Kendal Charitable Funds awarded a grant for \$50,000 to Kendal Outreach, LLC to increase communication and promote COLLAGE via its website.

"COLLAGE will make a difference," according to Beryl Goldman, Director for Outreach, Kendal Outreach LLC. "It is great to see the Kendal Charitable Funds support an area that is not usually a focus for institutions. Most organizations concentrate on the institutionalized rather than independent older adult. COLLAGE will assist people in maintaining the highest level of their independence by identifying health and wellness changes early and recommending appropriate interventions. Increasing the visibility of COLLAGE's merits via the internet is critical to the success of our goal. By making COLLAGE available to more committed communities we further its objective of independent living for vital seniors. This grant will help bring COLLAGE's vision into reality."

COLLAGE's goal is to improve the well-being of older adults through use of comprehensive tested assessment tools and researched interventions. Participation in COLLAGE offers a community the opportunity to use a suite of computerized and scientifically-grounded health and wellness assessment tools to measure and track a range of health and wellness dimensions for individual residents. COLLAGE members are better able to develop resident-focused service plans and help residents age more gracefully.

COLLAGE has a national membership group of older adult communities, including continuing care, at-home and housing residences, dedicated to improving the lives, well-being and health of their residents. COLLAGE is a joint venture between the Institute for Aging Research of Hebrew SeniorLife, a Massachusetts not-for-profit corporation, and Kendal Outreach, LLC (KOLLC), an affiliate of The Kendal Corporation.

Kendal Charitable Funds, incorporated in 1994, is the umbrella organization for various Kendal Corporation outreach efforts. In addition, residents of Kendal affiliates, together with the wider constituency, support various funds

to help ensure economic diversity in the resident population and assist residents who may need help.