



Contact: Kimberly Schmitz
The Caliber Group
(520) 795-4500
kschmitz@calibergroup.com

FOR IMMEDIATE RELEASE

Mather LifeWays Holds 'How Do You Age Well' Photo Contest
Images That Best Capture the Essence of Aging Well Will Garner Kudos and Prizes

Evanston, Ill. (April 13, 2011) — As part of its 70th anniversary celebration, Mather LifeWays is holding a photo contest to capture images of what people of all ages consider “Aging Well” through the lens of the camera.

The deadline for submission of no more than three photos per entrant is June 30, 2011. There is no charge to submit entries. All entries must be submitted online by emailing a .jpg format file that is at least 300 dpi and no larger than five megabytes (5mb) to photocontest@matherlifeways.com.

What does aging well look like? Placing in a cycling, swimming, or foot race? Making healthy food choices? Planting and tending to your first garden? Having fun with friends or family? Volunteering for a cause? Hugging your grandchild? Playing sports with the local club? Mather LifeWays would like to collect images of and celebrate people participating in these and other activities demonstrating how they are aging well.

Photos will be judged on the following criteria:

- Extent to which photo captures the essence of the Aging Well theme (50%)
- Impact and creativity (25%)
- Composition, clarity, and technical quality (25%).

In the event of a tie, the entrant whose photo best captures the essence of the Aging Well theme will be deemed the Winner. Winners will be notified at the end of August 2011.

The entrant of the photo awarded first place will receive a \$300 Ritz Camera gift certificate. Second place prize is a Mino HD Flip Camera and the third place prize is a Kodak Digital Photo Frame.

Further contest details can be found at <http://www.matherlifeways.com/photocontest/>.

About Mather LifeWays

Based in Evanston, Illinois, Mather LifeWays is a unique, non-denominational not-for-profit organization that has served older adults for 70 years. Dedicated to developing and implementing Ways to Age WellSM, we create programs, places, and residences for today's young-at-heart older adults. These include providing continuum of living and care; making neighborhoods better places for older adults to live, work, learn, contribute, and play; and identifying, implementing, and sharing best practices for wellness programs, aging-in-the-workplace issues, emergency preparedness, staff development, and online education and programs empowering working family caregivers. To learn more about our senior living residences, Community Initiatives, and Mather LifeWays Institute on Aging, call (847) 492.7500 or find your way to www.matherlifeways.com.