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**FOR RELEASE:**

**Older Adults Can #AgeWell Using Social Media Tips**

*Mather LifeWays Launches Information Campaign*

**Evanston, IL (January 11, 2017)** – Mather LifeWays, a thought leader in providing solutions and residences for older adults, announces a recent initiative sharing research-based tips that can help people Age Well. The tips are shared on Facebook and Twitter every day Monday through Friday and identified with the hashtag #AgeWell. They cover a gamut of topics from ways to boost your brain health to steps for increasing your long-term happiness to hints for relieving stress. The information is designed for individuals and organizations to share and distribute.

People interested in improving their health—including brain health and mood—can follow the simple tips to form healthy new habits. An example: “Stuck in a mental rut? Build more vital connections between brain cells by learning something new. Try studying a foreign language to stimulate the brain in new and exciting ways.”

The majority of the tips are based on research by Mather LifeWays Institute on Aging, the organization’s award-winning resource for research and information about wellness, aging, trends in senior living, and successful aging service innovations.

“This initiative adds a new approach to fulfilling our mission of creating ways to Age Well,” says Mary Leary, CEO and President of Mather LifeWays. “It enables us to share research Mather LifeWays Institute on Aging has gathered in a form that is easy to understand and easy to implement in everyday life.”

Those interested in seeing the tips have three options: they can follow Mather LifeWays on Facebook at [facebook.com/matherlifeways](file:///C:\Users\pledbetter\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\NF8EPQW2\facebook.com\matherlifeways) or on Twitter at twitter.com/matherlifeways, or they can sign up to receive the tips by e-mail at [matherlifewayscom/agewell](http://www.matherlifewayscom/agewell).

**ABOUT Mather LifeWays**Based in Evanston, Illinois, Mather LifeWays is a unique, non-denominational not-for-profit organization founded more than 75 years ago to serve the needs of older adults. Dedicated to developing and implementing Ways to Age WellSM, Mather LifeWays creates programs, places, and residences for today’s young-at-heart older adults. These include providing a 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 and staff development. To learn more about Mather LifeWays, call (847) 492.7500 or find your way to [matherlifeways.com](http://www.matherlifeways.com).

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**CONTACT:**

Lori Keenan

Smarthinking PR for Mather LifeWays

(847) 902.2905

[lori@smarthinkingpr.com](mailto:lori@smarthinkingpr.com)