



## **FOR IMMEDIATE RELEASE**

### **Traditions of Hanover Bridges Generation Gap to Provide Work Experience to Moravian College Students**

BETHLEHEM, Pa., April 24, 2017 – Students at Moravian College are thrilled to be getting real work experience thanks to Traditions of Hanover Independent Living. Traditions of Hanover prides itself in providing individualized, compassionate, quality care to seniors in the Bethlehem area, and not only do they look after seniors, but they also like to connect with the younger generation and the greater community in a variety of ways. One of these is through the partnership that was developed between Traditions and Moravian.

Moravian College partnered with Traditions of Hanover in 2014 to hold events together and bridge the generation gap between seniors and students at the college and have maintained a strong relationship ever since. Through the partnership, Traditions and Moravian created an internship program, which has been instrumental in enriching Traditions' work in the community.

Over the past two years, seven different student interns have worked at the senior community. This semester they are host to four interns in the building in different departments: sustainability, public health, marketing-statistics, and social media.

Jackie Cook, a junior at Moravian studying Environmental Policy and Economics, is the current sustainability intern at Traditions. She is exploring different ways to improve sustainability at Traditions of Hanover, specifically focused on tracking, measuring, and determining ways to reduce food waste from meals. Cathy Heimsoth, executive director, had been very interested in improving this aspect of sustainability for Traditions, and has been working together with the dietary director to track food waste at Traditions. Cook will also be doing educational presentations for the residents on topics in sustainability, such as recycling and climate change.

“As an Environmental Policy and Economics major, I originally thought that my only career options would be either working in the government or working for a nonprofit organization. Interning at Traditions has shown me that there could be a multitude of career paths for me in the future,” said Cook.

The interns are typically at Traditions of Hanover two or three days a week. Most of them found out about the internship through Moravian's Volunteer and Internship fair, through personal

connections, or through an organization, such as a sorority or fraternity that had brothers and/or sisters who volunteered in the past.

“I enjoy working with the people here because they are so passionate toward improving their own health and ensuring that the community as a whole is staying diligent in eliminating issues. They ask questions and clarify if what they are doing is effective. Not only do they love speaking on health issues, but they also love talking about their personal lives, which is enlightening and enjoyable,” said Tyler Harka, senior, public health intern.

Internships are for credit; students can do a full 10-12 hour internship per week that gives a certain amount of credits, or half an internship that gives less. Students can also volunteer in order to build a resume.

Rose Roberts, a junior, volunteered at Traditions of Hanover last year and returned this year as an intern to receive college credit for her work. Her job is to analyze the annual surveys and look for data patterns that indicate the residents are enjoying their years at Traditions.

“I do similar work with survey data at the Moravian College Center for Career and Civic Engagement, where I am a work study student doing data assessment, and I first got my hand in analyzing data and applying it through an internship with the Office of the Inspector General in Philadelphia. Working with an aging population is incredibly important because I want to work with state government, and Pennsylvania has the second-highest population of senior citizens, and provides me with the ability to work on a project independently.”

Giulianna Young, junior, social media intern, said, “This internship is teaching me a lot about how to market through Facebook and other social media platforms, which was expected. However, it’s also taught me a lot about connecting to people, especially the older generation. It has been incredibly rewarding to get the chance to interview them for social media spotlights. A lot of them have truly incredible things to share, so it has been an absolute pleasure being able to listen to all their stories.”

In addition to providing the internships, Traditions of Hanover Executive Director Cathy Heimsoth will continue working with Moravian to develop social events and activities to keep the partnership alive. In the past, Traditions has assisted with a bingo fundraiser, run by the OGO Brothers, who in turn helped Traditions on their annual Family Day by selling tickets and assisting families. They’ve also helped clean out the Traditions library and donate books to another cause, and one of the other Moravian sorority groups has hosted a PJ night for senior residents, in conjunction with the resident life department at the community.

“We love the fact that our interns provide an ‘intergenerational’ component to our residents’ lives – each enriching the other in just their daily interactions as the interns spend time working on their focused projects,” said Heimsoth.

“Traditions has the nicest employees and residents who are so kind and have been so supportive in all endeavors. Seeing so many Moravian College students connecting with Traditions and

being involved is so unique compared to my other internship experiences, and I really feel so lucky I get to be a part of it all,” said Roberts.

For more information about the partnership between Traditions of Hanover and Moravian College, please call 610-882-0400.

Traditions of Hanover Independent Living is a unique, award-winning retirement community offering Independent Living residences on an affordable month-to-month lease with no buy-in fees. Resident services and apartment features include meals, housekeeping, social events, transportation, and full kitchens. For more information, please call Jennifer Murphy at 484-893-6689 or visit [www.traditionsofhanover.com](http://www.traditionsofhanover.com).

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